ANUARY 2, 1956 35c PER COPY

# BROADCASTING TELECASTING

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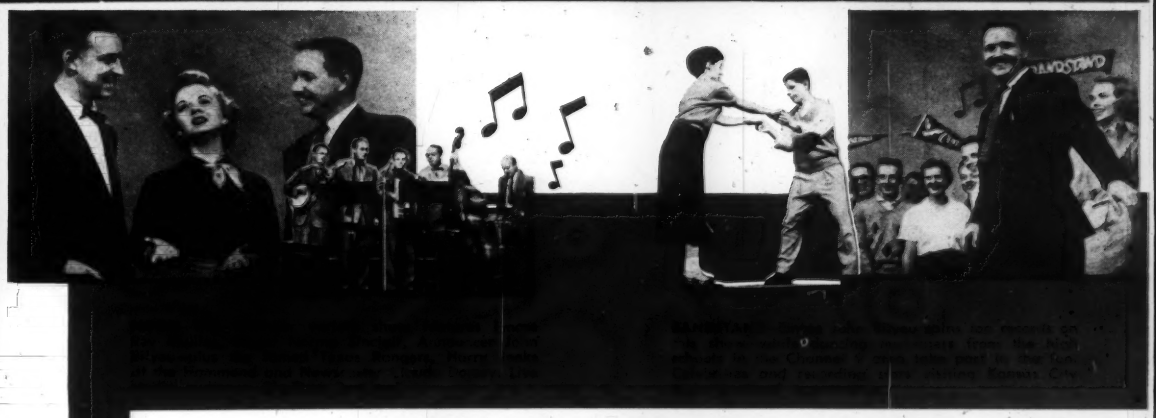
25TH year

NEWSWEEKLY
RADIO AND TV

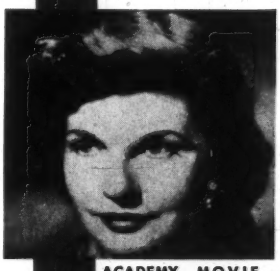


KANSAS CITY IS SWINGING TO

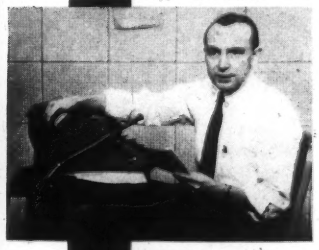
"BIG-TIME" DAYTIME

ON CHANNEL 9

KMBC-TV



ACADEMY MOVIE — Hostess Sue Bowen entertains with top-notch full-length motion picture features chosen for maximum appeal to women viewers — stories of romance, comedy, drama, mystery, adventure.



3:55 P.M. NEWS & WEATHER — A late-afternoon summary of news and weather prepared by the area's best and biggest TV News Bureau. Delivered by Lionel Schwan, Kansas City's No. 1 TV newscaster.

Kansas City daytime television has gone "Big Time" in a big way! KMBC-TV has introduced fresh, daring new program ideas that have revitalized viewing and have made daylight hours more highly productive for advertisers.

**This format of daytime entertainment, new to Kansas City, provides a versatile handling of commercials that answers every sponsor demand. You name it — we have it: full sponsorship of sparkling station-produced shows (5 min., 15 min., 30 min., full hours); fine syndicated film shows; filmed minute-participations; live commercials; demonstrations; sampling; audience participation testimonials; station-breaks; IDs. Get the details now!**

This page shows only four of the eleven exciting, new, well-balanced programs that are changing the daytime TV picture in the Heart of America. There's more — much more — behind the terrific impact of "Big-Time" Daytime programming on KMBC-TV. It will pay you to get the full facts straight — straight from us or your Free & Peters representative. Phone, write, wire or holler — we'll tell you everything about this precedent-breaking new idea for daytime television selling.

FREE & PETERS, INC.
Exclusive National Representatives

DON DAVIS, First Vice President
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Director of Television

# THE UPPER OHIO VALLEY—

## THE NATION'S FASTEST GROWING INDUSTRIAL AREA!

In this 70-mile stretch along the Upper Ohio River Valley (the prime coverage area of WTRF-TV, Wheeling) industry is experiencing an amazing growth!

The Ohio Valley Industrial Corporation estimates *conservatively* that during the past three years industries have invested $325,000,000 in new plants and expansion. Their conservative estimate of already authorized and proposed expenditures for this same area for the next three years is $450,000,000 . . . that's a minimum total of $775,000,000; and there are responsible people who believe that this figure may reach *ONE BILLION DOLLARS* before the end of this six-year period!

With the march of Industry come skilled workers who reap rich rewards in the form of good pay and comfortable living. Current figures show 416,210 families, owning 307,400 television sets, 1,409,300 people, with a combined spendable income of $1,973,985,000—an average of $4,742.

### Only WTRF-TV, Wheeling, offers SO MUCH!

* WTRF-TV dominates the Upper Ohio Valley . . . Current Telepulse Ratings show that:
  *13* of the top 15 weekly shows are on WTRF-TV!
  *10* of the top *10 multi-weekly* shows are on WTRF-TV!
* FOUR important FIRST PRIZES in *nation-wide* promotion competition!
* NBC programming plus excellent local shows!
* Full-Power 316,000 watts!
* Network color!

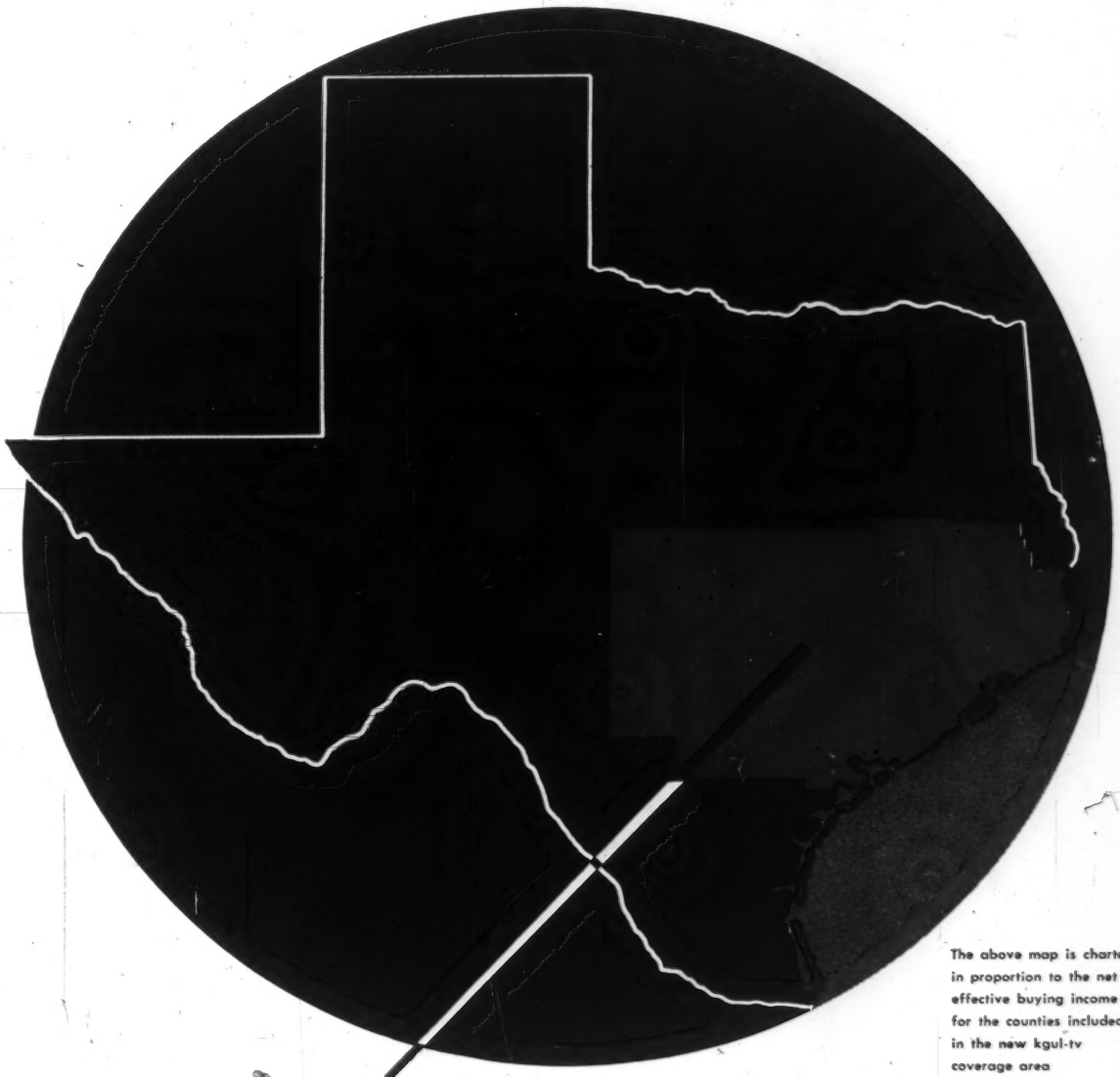
**The best way to reach this rich industrial market is to use the dominant medium, WTRF-TV, Wheeling. The eyes of the valley are focused on WTRF-TV . . . the strongest advertising medium!**

# WTRF-TV

## WHEELING, W. VIRGINIA

NBC

For availabilities, call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177



The above map is charted in proportion to the net effective buying income for the counties included in the new kgul-tv coverage area

# You buy 1/4 of Texas with kgul-tv

kgul's area coverage encompasses Galveston, Houston and the entire Gulf Coast market. The buying power of this area represents over 25% of the total buying power for the whole state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

| | State of Texas | Gulf Coast TV Market | % |
|---|---|---|---|
| Families | 2,510,500 | 611,600 | 24.36 |
| Effective Buying Income | $12,622,592 | $3,258,444 | 25.81 |

Source of Figures: Sales Management.

CBS

Represented Nationally
By CBS Television
Spot Sales

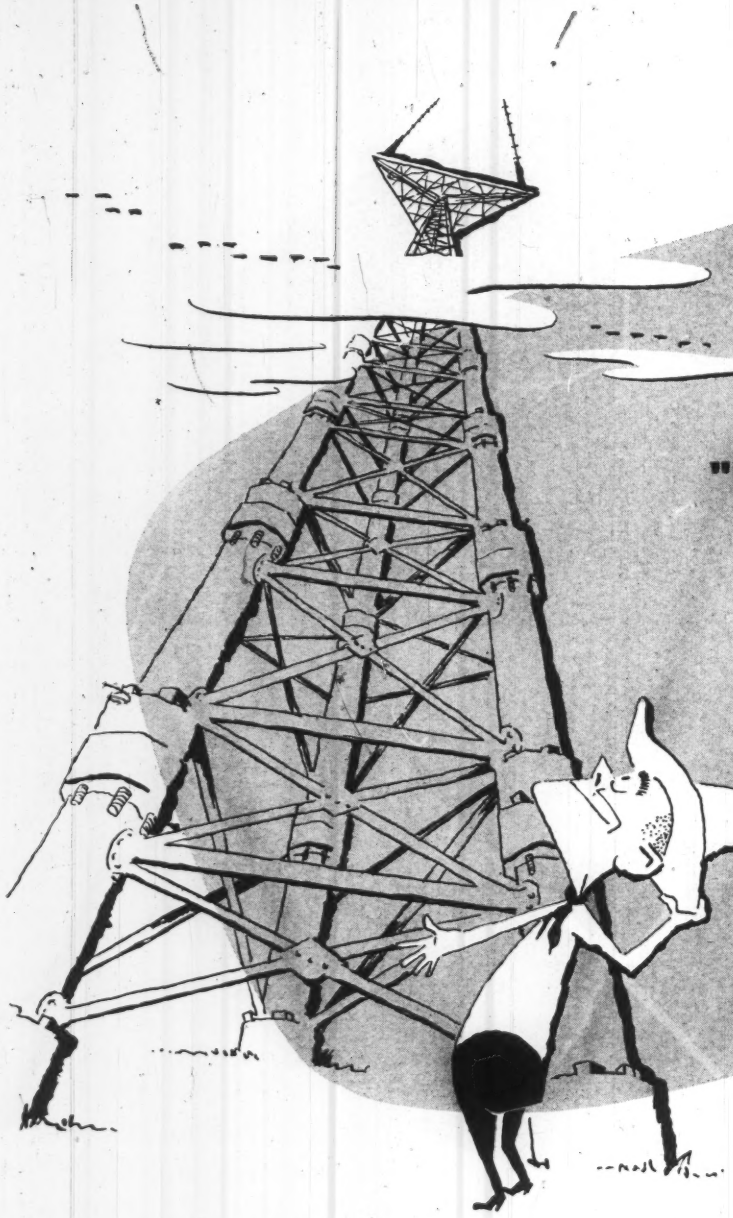
kgul TV

**CHANNEL 11**

**GULF TELEVISION COMPANY**

**Galveston, Texas**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



"We're spreadin' up and out"

WITH OUR NEW TOWER
1685 FEET ABOVE AVERAGE
TERRAIN . . .

42 COUNTIES IN TEXAS AND OKLAHOMA

| | |
|---|---|
| POPULATION . . . . | 2,272,000 |
| FAMILIES . . . . . | 687,600 |
| RETAIL SALES . . . . | 2,582,192,000 |

**552,740 television sets**

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH
BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

# closed circuit®

**WHAT MAKES NETWORKS TICK?** FCC's Network Investigating Committee and its special staff will hold informal "clinics" at CBS and NBC in New York this week to learn whys and wherefores of overall network operations. Tomorrow (Tues.) is CBS day when three members of four-man committee (Hyde, Bartley, Doerfer), and special staff, headed by Dean Roscoe L. Barrow, will confer at 485 Madison Ave. CBS Inc. President Frank Stanton will head Columbia group, flanked by staff Vice President Richard A. Salant, who is coordinating network inquiry and Congressional study activities. Wednesday is FCC meeting day in Washington. Thursday, full committee (including Chairman McConnaughey), plus staff, will meet at NBC for similar indoctrination. NBC Vice Presidents Charles R. Denny (former FCC chairman) and David C. Adams (former FCC attorney) are coordinating network's activity.

B•T

*IT'S UNDERSTOOD both NBC and CBS top brass suggested to FCC committee that before inquiry is undertaken it would be desirable for them to learn of scope of network operations and FCC took them up on it. Such matters as financing, programming, sales, affiliation policies, station representation, owned and operated station aspects, talent and, in fact, every facet of network activity will be covered in these clinical sessions. It's expected FCC group will hold similar meetings later with both ABC and MBS.*

B•T

**TWO TO McCANN** • Ted Bergmann, former managing director of DuMont Tv Network and currently director of Allen B. DuMont Labs Electronicam services, and Lansing Lindquist, vice president in charge of radio and tv at Ketchum, MacLeod & Grove, Pittsburgh, expected to join McCann-Erickson, New York, as vice presidents and associate tv-radio directors.

B•T

*DEMOCRATIC chieftains are becoming so infuriated over failure of many large advertising agencies to evince any interest in Democratic campaign account that sentiment is growing for an overall investigation of advertising agency field and purported domination of agencies by major accounts at next session of Congress. With Democrats in control, it's contended it would be relatively simple to get this project underway. Charges have been made that many national accounts are so closely tied into GOP that their agencies are fearful of incurring their wrath by taking on Democrats.*

**AMBASSADOR SARNOFF?** RCA Board Chairman David Sarnoff soon may be tapped by Administration to head U. S. group in proposed international organization to promote atoms for peace. Assignment would carry with it ambassadorial rank and looks toward creation of international agency in line with President Eisenhower's atom proposal. General Sarnoff only recently was named chairman of National Security Training Commission by President Eisenhower.

B•T

*SENTIMENT on part of some commissioners for revision of program standards as they relate to public service, education, religion and discussion* [CLOSED CIRCUIT, Dec. 19, 1955] *has sparked staff interest in abortive 1946* Blue Book. *But, everyone concerned hastens to add, it's only to see if some of yardsticks used in that document are still valid.*

B•T

**ABC SCOUTS BASEBALL** • ABC Radio is toying with idea of carrying major league baseball games next summer. It put out feelers to affiliates about daily game short time ago, got something less than universal approval, has now revised its thinking downward to possibility of one game per week, on Saturdays. Decision expected in next few weeks.

B•T

*LIEUT. DAVID McCONNAUGHEY, USAF, who completed 4½ years in service last month, will join staff of WJIM-TV Lansing, in sales capacity, effective Feb. 1. McConnaughey, son of FCC chairman, was manager of AFRS station at Camp Haugen, Japan, for year and half—having been given that assignment before his father joined FCC. Announcement of appointment will be made by Harold Gross, WJIM-AM-TV president-general manager.*

B•T

**FAMILY UNTIES** • In agency business blood ties mean nothing outside one's own shop. Cousin was set against cousin in last week's migration of $9 million Schlitz brewing account (see story page 32). Account is leaving Lennen & Newell, whose president is Adolph Toigo, and appears destined for Biow-Beirn-Toigo, where John Toigo is executive vice president. They're cousins. Either way, it's in family.

B•T

*FAVORABLE portent as Jan. 30 trial of radio-tv vs. Canon 35 before Colorado Supreme Court draws near: Federal Communications Bar Assn. will file brief with court in favor of removing old Canon 35 bans against electronic media and allowing coverage of court proceedings.*

**ADVISOR STANTON** • Appointment of Dr. Frank Stanton, CBS Inc. president, to Business Advisory Council, comprising 60 top-level business executives, will be announced Jan. 19 by Secretary of Commerce Weeks, B•T learns on reliable authority. Council consults with Administration on overall business trends. Dr. Stanton, named for five-year term, becomes first broadcaster member.

B•T

*ROY T. HOFHEINZ, 25% owner of KTHT and 16% of KTRK (TV), both Houston, who retires as mayor of that city Jan. 2, and W. Ervin (Red) James of Montgomery, Ala., former legal assistant to former FCC Comr. Clifford J. Durr, will enter law partnership in Houston this month. Mayor Hofheinz was former county judge.*

B•T

**BACK ON JOB** • Herbert V. Akerberg, CBS-TV station relations vice president, last week returned to his fulltime duties (in wheel chair) after having suffered leg fracture on Sept. 26. Two weeks ago he returned to his office on three-day per week basis but now is functioning fulltime. Cast soon will be removed with "walking cast" substituted. Mr. Akerberg suffered his injury when leaving elevator at his New York apartment, slipping on newly waxed floor.

B•T

*THERE appears to be growing sentiment in Chicago for more available data on number of fm receivers in area, particularly in view of swelling interest in high fidelity recordings played by fm outlets. Electric Assn. of Chicago reports some inquiries on fm saturation from advertisers and agencies alike, and stations claim there is dearth of up-to-date figures for timebuyers. Latest available figure—980,000 sets —is said to be five years old.*

B•T

**DEPARTMENTAL MERGER** • ABC is creating new post of director of personnel and labor relations as result of merger of two activities. Mortimer Weinbach, director of labor relations since 1953 with ABC, tapped for new post, announcement of which should be forthcoming this week. Under new personnel-labor relations setup, it's understood Marie McWilliams, ABC personnel director, and Arthur Harvey, labor relations assistant, will report to Mr. Weinbach.

B•T

*APPOINTMENT of John E. Ghilain, manager of NBC News' special projects since 1947, to coordinator of network services at NBC-TV is expected to be announced this week.*

*The man from Blair has 4 surveys to state his case:*

# WHB has run away with Kansas City's Radio Day!

*10,000 watts—710 kc.*

All Day Average **HOOPER**—47.7%—FIRST PLACE!

All Day Average ***AREA*** **NIELSEN**—39.2%—FIRST PLACE!

**PULSE**—every daytime quarter hour—FIRST PLACE!

All Day Average **TRENDEX**—42.8%—FIRST PLACE!

Call the man from **Blair** or WHB General Manager **George W. Armstrong**

**MID-CONTINENT BROADCASTING COMPANY**

**President: Todd Storz**

| WHB, Kansas City | KOWH, Omaha | WTIX, New Orleans |
|---|---|---|
| Represented by | Represented by | Represented by |
| John Blair & Co. | H-R Reps, Inc. | Adam J. Young, Jr. |

# at deadline

## Columbia Pictures Offers 104 Feature Films to Tv

SO-CALLED "breakthrough" on release of feature films to television widened Friday when Columbia Pictures Corp. became second major Hollywood studio to make its product available to tv, announcing it will offer group of 104 feature films through Screen Gems Inc., its wholly-owned tv subsidiary. RKO library of 740 feature films and more than 1,000 shorts were sold Tuesday to C&C Super Corp. for tv use (see story page 44).

Columbia's statement said its action "does not constitute a sale; we will maintain our title to the pictures and to all residual rights." It said move takes cognizance of "changing character of our business" and means Columbia wants to "study at first hand the potential of the television market as it relates to feature pictures which have already been re-issued theatrically and are now dormant as a so-called 'backlog'."

Titles of films were not available Friday but reportedly all were released theatrically before 1949. Columbia was said to be in process of putting group together and deciding on release-to-tv date.

## NBC Takes Over WBUF-TV, Plans $1 Million Expansion

NBC formally assumed ownership of WBUF-TV (uhf ch. 17) last Friday (story page 58) and disclosed plans to spend more than $1 million in expansion of facilities, including new broadcasting plant.

Ceremonies commemorating assumption of operation were held in Buffalo Friday. Telegram from Robert W. Sarnoff, president of NBC, heralded action of FCC and Court of Appeals for District of Columbia in ruling against efforts of WGR Inc. to delay purchase, and said NBC now will be able to fulfill "years of experimentation and pioneering in uhf broadcasting."

Charles R. Denny, vice president in charge of NBC owned stations, reported that WBUF-TV will move as soon as possible from its present location, where it shares space with WGR Inc., into three-acre plot at 2077 Elmwood Ave., where temporary headquarters will be erected. Subsequently, he said, NBC will begin work on permanent facilities to cost about $1 million.

## Nine Mogul Officers Named to Board Posts

NINE OFFICERS of Emil Mogul Co., New York, elected Friday to agency's board of directors: Emil Mogul, chairman of board and president; Charles L. Rothschild, executive vice president; Seth Tobias, vice president and chairman of plans board; Myron Mahler, vice president and creative director; Rino Negri, vice president; Milton Guttenplan, vice president; William Jacoby, vice president and head art director; Richard Lockman, vice president, and Helene Mogul, secretary-treasurer. Norman Cohen, comptroller, appointed to additional position of administrative assistant to president and made ex-officio member of board.

### TV ENTRAINS

TELEVISION is busting out all over—even on trains. Motorola Inc., Chicago set manufacturer, claims distinction of installing first tv receiver in a private railroad car, that of Warren Brown, president of Monon Railroad. Included is outside aerial which can be rotated by control device in coach. Mr. Brown reported "clear and steady pictures" on recent trip from Chicago, via Indianapolis and Cincinnati, to Rome, Ga.

## WNBQ (TV) Boosts Rates In New Card Out Jan. 1

WNBQ (TV) Chicago has introduced new rate card (No. 10), effective Jan. 1, calling for new AAA station break category in daily 7-10 p.m. period. Rates will be $900 (compared to present $750) for 20-second breaks and $425 for 10-second spots, according to Jules Herbuveaux, vice president and general manager.

Class AA time (formerly 7-10:15 p.m.) now applies to 10-10:15 period, calling for $750 (unchanged) for 20-second breaks. Rate is $4,000 gross for one hour and $2,400 for half. Card also provides $550 (compared to present $450) for similar breaks in Class A (6:30-7 and 10:15-30 p.m.)

Station is scheduled to convert to all-color operation next April. It's expected color facilities charges will be added.

## KMAP Names Forjoe

KMAP Bakersfield, Calif., slated to begin operation early this month, has named Forjoe & Co. as national representative.

### 'GUIDE' ON TOP

ALL TIME HIGH in magazine sales was registered by *TV Guide* in last six months of 1955. According to S&M "Box Score" (rating service for newsdealers), national weekly tv program listing publication averaged 9,949,641 copies per month, or 2,296,071 weekly.

This is greater, *TV Guide* said, than combined average single copy sale of *Life, Look, Collier's, Time* and *Newsweek*.

Monthly dealers' profit from *Tv Guide*, it was pointed out, was $397,985.63—greater than newsdealers' combined earnings on *Saturday Evening Post* and *Ladies Home Journal*.

Figures from "Box Score" showed that newsdealers earned more than $3.4 million per month from sale of 122 magazines reported, and that 11.6% of that total income was derived from *TV Guide* alone.

Sept. 24, 1955 issue of *TV Guide* reached all time high for single copy sales in seven-day period, 2.7 million, it was reported.

## • BUSINESS BRIEFLY

**RADIO FOR BATTERIES** • Eveready Batteries, Union Carbide & Carbon, N. Y., planning heavy radio spot announcement campaign beginning Jan. 16 and Jan. 30 for 15 weeks, using five spot announcements per week. In addition, limited number of television stations will be used four times weekly for 10 weeks. William Esty & Co., N. Y., is agency.

**BEER BUY BREWING** • Van Munching & Co. (importers), N. Y., planning 13-week radio spot campaign late this spring for Heineken's Holland beer in five major metropolitan U. S. markets, using approximately 10 stations. Agency: Peck Adv., N. Y.

**FIRST SPONSOR** • Best Foods Inc., N. Y., signed as first sponsor of ABC-TV's *Afternoon Film Festival*. Order for 39 participations for 13 weeks placed by Dancer-Fitzgerald-Sample, N. Y. Show will be programmed Mon.-Fri., 3-5 p.m. EST, starting Jan. 16, features top J. Arthur Rank film features.

**STUDEBAKER LOOKING** • Studebaker Div., Studebaker-Packard Corp., South Bend, Ind., reportedly looking for second network tv program to sponsor no later than next season (September). Auto firm currently sponsors *Tv Reader's Digest* (ABC-TV, Mon., 8-8:30 p.m. EST). Agency is Benton & Bowles, N. Y.

**NASH HOLDS OFF** • Geyer Adv., N. Y., which had planned radio spot announcements for Nash cars to start in mid-January, has postponed beginning date but agency and client are expected to run short-term schedule at later starting date.

**CHUN KING RENEWS** • Chun King Sales Inc. (American-Oriental foods), Duluth, Minn., renews participation on Garry Moore show on CBS-TV using 70 stations in major markets for 26 weeks. Agency: J. Walter Thompson, Chicago.

**AGENCY NAMED** • Helene Curtis Industries Inc., Chicago, appoints Weiss & Geller Inc., same city, to handle advertising for its Lanolin Discovery and unrevealed new product to be unveiled in spring. Lanolin Discovery buys alternate-week sponsorship of ABC-TV *Dollar a Second*.

**ENGLANDER TO B-B-T** • Englander Co. (Sleep Products mattresses, etc.), appoints Biow-Beirn-Toigo Inc., N. Y., as agency, it is being announced today (Mon.). Account, originally serviced by Biow Co. some seven years ago, has been handled by Leo Burnett Inc., Chicago.

## New Division for P & G

PROCTER & GAMBLE Co., Cincinnati, has formed new foods products division responsible for manufacture, advertising and sale of P & G's household shortening and oils. New division is headed by Mark Upson, formerly P & G general sales manager.

# TV BUYERS!

## THE NEW CBS-TV OUTLET

## in OMAHA is

# WOW-TV

FRANK P. FOGARTY, *Vice President and General Manager*

EFFECTIVE JAN. 1

channel 6

We suggest that you check your availabilities and adjacencies in the Omaha market TODAY with Blair-TV or Fred Ebener, WOW-TV.

**MEREDITH *Radio and Television* STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

| KANSAS CITY | | SYRACUSE | | PHOENIX | | OMAHA | |
|---|---|---|---|---|---|---|---|
| KCMO | KCMO | WHEN | WHEN | KPHO | KPHO | WOW | WOW |
| RADIO 810 kc. CBS | TV Channel 5 CBS | RADIO 620 kc. ABC | TV Channel 8 CBS | RADIO 910 kc. ABC | TV Channel 5 | RADIO 590 kc. CBS | TV Channel 6 CBS |

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

# at deadline

## Examiner Recommends Easing Three 'Sabotage' Suspensions

INITIAL DECISION issued Friday by FCC Hearing Examiner J. D. Bond recommending reduction to 30 days of 90-day license suspension imposed by Commission on three radio operators charged with sabotaging KPIX (TV) San Francisco in December 1954, coincidental with strike against station by National Assn. of Broadcast Employes & Technicians [B•T, Dec. 20, 1954 *et seq.*].

Mr. Bond dismissed contention by protestants' counsel that "damage" to radio equipment as used in statute should be interpreted as actual breakage or demolition, saying that even though parts replacements were not required total effect of several disabilities to KPIX equipment made transmitter apparatus unusable and, therefore, "damaged."

However, Mr. Bond said, disabilities inflicted on KPIX do not constitute "willful and malicious" interference with radio communication under the Communications Act which empowers the FCC to suspend license of operator who "has willfully or maliciously interfered with any *other* radio communications or signals."

Although the record shows respondents were responsible for causing KPIX to go off air, Mr. Bond said, inapplicability of rule covering "willful and malicious" interference, would suggest mollification of terms of their license suspensions.

## FCC Mulls WWBZ Plea

FCC FRIDAY was considering request of WWBZ Vineland, N. J., to extend for 60 days Commission action ordering it off air Jan. 27. At same time Vineland station requested reconsideration of FCC order revoking license because past horse racing broadcasts allegedly were used by gambling interests [B•T, Dec. 5, 1955]. WWBZ said FCC erred in partly basing decision on grounds not in issue in hearing. Commission also in error, WWBZ said, in relying on "only two isolated incidents" to support claim broadcasts were misused, and failing to properly consider testimony by Vineland mayor and police chief. Other stations under fire because of horse race broadcasts were given favorable consideration after discontinuing such broadcasts, WWBZ said, and it also should be given same consideration. Petition filed by Washington attorneys Arthur Scharfeld and Theodore Baron, newly appointed counsel to WWBZ.

## Allocations Replies Start

FIRST GROUP of reply comments in FCC's tv allocations proceedings arrived at Commission Friday, including two from broadcasters favoring pay tv idea: ch. 62 WHEF-TV Brockton, Mass., and WBBB Burlington, N. C. Other comments included request by Uhf Industry Coordinating Committee that FCC extend outstanding uhf permits until completion of pending allocations proceeding. Last June Commission said it would not, without good cause, extend any more uhf grants after Jan. 16, 1956. In addition to batch of educational statements urging preservation of reservations, also filing were ch. 11 KNTV (TV) San Jose, Calif., and Biscayne Tv Corp., holder of initial decision for Miami's ch. 7.

### HOUSE DIVIDED

TELEVISION "house divided against itself" literally has come to life. Situation revealed in petition filed with FCC. Center of discord is WCHS-TV Charleston, W. Va., owned by merged applicants Tierney Co. (60%) and Capital Tv Co. (40%). Capital asked FCC to set for hearing WCHS-TV application for change in transmitter and antenna site. In asking to be made party to hearing, Capital charged station's public service programming is inadequate and may jeopardize renewal application when filed. Capital said it had appealed to WCHS-TV board of directors, asking for more public service programs, but was told expenditure would be too great. Station plans to spend $250,000 for site change, Capital declared, but ignored what should be its first consideration—programming.

## They're Buying for '56

NEW SALES up to New Year's Day wire at NBC-TV: General Cigar Co. for White Owls and Robert Burns cigars, through Young & Rubicam, New York, reportedly contracted for one-fourth of NBC-TV pro basketball series, effective Jan. 7, making it co-sponsor with Mennen Co.'s one-quarter. Remaining half is being sold co-op. Increased schedule by Block Drug Co. on *Matinee Theatre*, NBC-TV daytime drama series, makes that program two-thirds sold for first quarter of year. Out of 378 positions available, 243 have been sold, representing some $3 million in gross billing, NBC reports.

## WSYR-TV Protests Drop-In

WSYR-TV Syracuse, N. Y., applicant for ch. 18 in Elmira, N. Y., has asked FCC to reconsider decision to authorize drop-in of ch. 9 to that city. WSYR-TV said there was no need for intermixture, nor for more than two channels. It asked that Commission stay effective date of drop-in authorization while it considers reconsideration plea.

## Lichtman Dies

ABNER LICHTMAN, 50, Secy.-Treas. of Venard, Rintoul & McConnell, Inc., station representation firm, died Friday night at Lennox Hill Hospital, N. Y. Services will be held tomorrow (Tuesday) at 10:30 a.m.

### HAD TO HAPPEN

NEW broadcast band all-transistor wrist radio has been developed by Linear Equipment Labs Inc., Copague, N. Y. It weighs 2.5 oz. and measures 2¾ inches long, 1¾ inches wide and ¾ inches thick. Company said radio uses three transistors but that no antenna is required in moderate signal strength areas.

## PEOPLE

**NORMAN E. MORK,** general manager of Biow-Beirn-Toigo San Francisco office, appointed vice president in charge of B-B-T's West Coast accounts, effective tomorrow (Tues.). Mr. Mork was with programming departments of KDYL and KSL Salt Lake City before he entered advertising in 1930.

**JAMES F. ANDERSON,** formerly with WOAI-AM-TV San Antonio, named general manager of KIWW, Spanish-language station there.

**THOMAS E. MARTIN,** executive vice president and general manager of WEEU Reading, Pa., resigned Friday. He has not announced plans but will remain in broadcast management. He was with Reading station five years.

**WARREN FALES,** account executive, Compton Adv., N. Y., to Norman, Craig & Kummel Inc., N. Y., on Revlon account.

**RUTH LAREAU,** tv writer-producer formerly with Young & Rubicam and Dancer-Fitzgerald-Sample, to C. J. LaRoche & Co. as commercial writer. **HAROLD P. GERHARDT,** Ted Bates & Co., joins LaRoche as tv artist.

**GILBERT SUPPLE,** copy staff, Maxon Agency, to Harry B. Cohen Inc., N. Y., as copywriter.

**JOHN A. FRABUTT,** general sales manager of Federal Telephone & Radio Co., Clifton, N. J., IT&T division, appointed vice president in charge of operations for company's Pacific Div. in Los Angeles. **ANDREW G. CLAVIER,** technical director in charge of commercial research and development program for Federal Telecommunications Labs, Nutley, N. J., appointed vice president; **BRIG. GEN. PETER C. SANDRETTO** (USAFR), formerly assistant vice president of FTL, elected vice president, continuing direction of military research and development, and **DUDLEY M. DAY,** secretary-treasurer and counsel for FTL, named vice president of laboratory division.

## Weber Promoted at RCA

ARNOLD K. WEBER, with RCA and predecessor companies since 1918 and director of organization development for past three years, named director of manufacturing, RCA. He will have staff responsibility for development and maintenance of effective and sound manufacturing plans and programs in all RCA operating units, according to Frank Sleeter, vice president for manufacturing services, who is announcing appointment this week.

## Sylvania's Best Year Yet

FOR FIRST TIME in company's 54-year history, sales of Sylvania Electric Products Inc., New York, in 1955 exceeded $300 million, it was announced Friday by Don G. Mitchell, president and chairman. He said Sylvania's best previous year was 1953 when sales totaled $293,267,000, adding that in 1954 sales reached $281,642,000.

## Good Year for Magnavox

MAGNAVOX closed one of most successful years in radio-tv set firm's history, according to Frank M. Freimann, president, who spoke last week at semi-annual sales meeting at Fort Wayne. Mr. Freimann's report on high sales records coincided with reorganization of manufacturer's field sales force, dividing country into six zones each with manager and 35 regions also with managers. Also added: five field promotion men.

# the week in brief

### POLITICAL PROBLEMS AHEAD

*The new year brings broadcasters promise that the Senate probe of tv may soon start rolling, that the cost of covering the political conventions may exceed $5 million and that an unprecedented demand for time for candidates may wreak havoc with normal commercial schedules* . . . 27

### WASEY TO WILLIAMS

*Howard D. and David B. Williams, top executives of Erwin, Wasey & Co., buy agency from L. R. and George Wasey; agency will continue under old name* . . . 29

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*Five authorities take hard looks at year ahead and what it will mean to nation's broadcasters in exclusive B•T articles: Frederic R. Gamble, AAAA president* . . . 30; *Paul B. West, ANA president* . . . 35; *Richard P. Doherty, economist* . . . 36; *Kevin Sweeney, RAB president* . . . 50; *Oliver Treyz, TvB president* . . . 56

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### OVERNIGHT RATINGS

*ARB to offer next-morning reports of evening national audiences to sponsors and networks following successful test* . . . 40

### C & C SUPER GETS RKO FILMS

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### FINESHRIBER TO TPA

*Former NBC executive vice president William H. Fineshriber Jr. joins Television Programs of America as vice president handling New York City sales* . . . 46

### GRID TV: CONTROLLED OR FREE?

*NARTB protests NCAA control of college football telecasts as "neither fair nor feasible" but NCAA expects to continue same in 1956* . . . 54

### TvB NAMES ABRAHAMS

*Former NRDGA sales promotion head will direct retail sales activities of tv promotion organization* . . . 55

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*FCC authorizes exchange of NBC's WTAM-AM-FM and WNBK-TV Cleveland for Westinghouse Broadcasting Co.'s KYW and WPTZ (TV) Philadelphia; NBC also gets WBUF-TV Buffalo* . . . 58

### COURT REVERSES FCC

*New hearing ordered in Beaumont-Port Arthur, Tex., ch. 6 case; FCC grant to KFDM voided because prospective change in ownership improperly ignored, Court of Appeals rules* . . . 62

### EVANSVILLE TV GETS CH. 7

*FCC makes third grant to area proposed for deintermixture, overriding dissents of Comrs. Hyde and Bartley as in Corpus Christi and Madison cases* . . . 62

### FOUR MORE UHFS GIVE UP

*KANG-TV Waco, after two years on air; WPMT Portland, Me., which had suspended operation, and two with CP's—WWLA Lancaster, Pa., and KFUO-TV Clayton, Mo., find uhf outlook too dark to go on* . . . 63

### $175 MILLION COLORSET SALES

*Foreseen for 1956 by RCA President Folsom, who says RCA alone may sell more than 200,000 color receivers this year* . . . 79

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**coming in b•t**

**THE PACIFIC NORTHWEST MARKET STORY**

Another in B•T's continuing series on U. S. economic development . . . Jan. 9




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THE NEWSWEEKLY OF RADIO AND TELEVISION
*Published Every Monday by Broadcasting Publications Inc.*
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
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# LAND OF PICON

Remember the late Louis G. Caldwell's speech, "The Wonderful Land of Picon (Public Interest, Convenience or Necessity)"?

The Blackburn-Hamilton Company lives there, too. Brokerage in the broadcasting business is invested (or should be) with the same considerations of public interest that govern the licensees themselves.

Thus you will find the Blackburn-Hamilton Company's principals and associates seeking qualifications other than investment capital alone in bringing the buyer together with the seller: qualifications such as integrity and sound business ability and a sense of community pride.

We like to think that the citizens we have introduced into Mr. Caldwell's Land of Picon have made it even more wonderful indeed.

*Blackburn-Hamilton Company*

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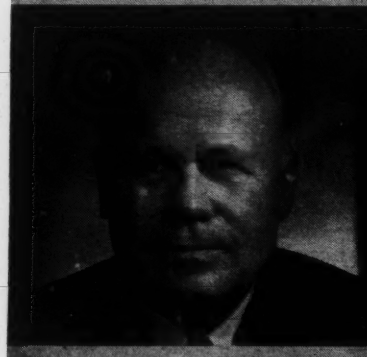

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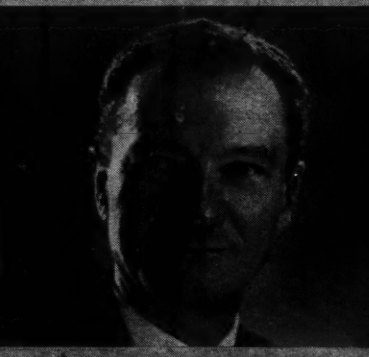
*Still No. 1*



BEN DUFFY of BBD&O
*Radio-tv Share of Billing, 40%*

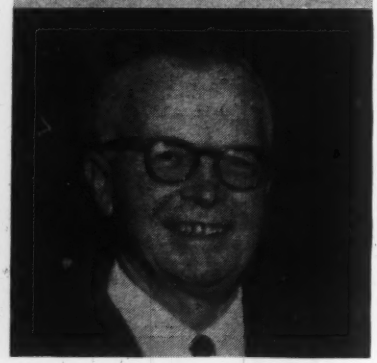
MARION HARPER JR., McCann-Erickson
*Up $14 Million (With Coke to Come)*

NORMAN STROUSE of JW
*33% of $174 Million*

WILLIAM LEWIS of K&E
*Whirlpool Made It $34.5 Million*

MILTON BIOW
*68% Radio-tv*

CLIFFORD FITZGERALD of DF&S
*$13 Million in Radio Alone*



# *Broadcast Advertising:*

# BILLION

AS REPORTED IN Broadcasting • Telecasting December 12*, these eleven men head agencies which placed half a billion dollars in radio-tv in 1955. Young & Rubicam paced the agency field with $72 million. McCann-Erickson came up from fourth last year to a tie with BBDO for second in 1955; each billed $60 million. J. Walter Thompson, up $8 million from 1954, placed fourth with $58 million. Remainder of the Big Eleven included

** Reprints of detailed report available upon request. Write nearest B•T office: Washington, D. C., New York City, Chicago, or Hollywood.*

## of the $30 Million Club

LEO BURNETT
*New Business: $8.8 Million*

ROBERT LUSK of B&B
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JAMES HOULAHAN of Wm. Esty
*Camels, Ballantine, Football Plus*

WILLIAM KEARNS of TED BATES
*70% Radio-tv*

# DOLLAR BUSINESS

Leo Burnett, $42.1 million; Benton & Bowles, and William Esty, $39 million each; Ted Bates, $37 million; Kenyon & Eckhardt, $34.5 million; Biow-Beirn-Toigo, and Dancer-Fitzgerald-Sample, tied at $30 million apiece.

The top hundred agencies alone handled more than a billion dollars in radio-tv advertising expenditures.

Significant fact: In all agencies, as in all segments of radio-television, you find enthusiastic B•T readers. B•T distributes more paid circulation in four months than all other radio-tv vertical publications combined distribute in a year. B•T, now in its 25th year, carries more pages of advertising than all other publications in its field combined.

Recipe
good,
Rating high . . .

'Til extra dose
Near made 'em die!

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## IN REVIEW

### NIGHTMARE IN RED

RARE INDEED are the days when this corner calls for longer tv shows, but in the case of "Nightmare in Red," we do feel NBC-TV should have extended further its hour-long study in film of Communism last Tuesday night. With at least 90 minutes on hand, the network could have done full justice to one of the most ambitious and successful tv ventures of this or any other season. Yet, within the hour allowed the Armstrong Cork Co. (which underwrote the program following Pontiac's withdrawal from *Project 20*), the team that gave us *Victory at Sea* did as much as it could to picture the basic facts of Communism.

As a packaged production, "Nightmare" was almost faultless: by borrowing heavily from such early Russian film epics as Eisenstein's "Potemkin" and "10 Days that Shook the World," Pudovkin's "End of St. Petersburg" and Vassiliev's "Chapayev," the Messrs. Salomon and Hanser made up beautifully for the lack of actual newsreel footage. Robert Russell Bennett's score and Alexander Scourby's narration were both effectively moody and powerful to frame the terror that unfolded.

*Production cost: $125,000.*

*Sponsored by Armstrong Cork Co. through BBDO, New York, on the "Armstrong Circle Theatre" Dec. 27, 9:30-10:30 p.m. EST on NBC-TV.*

*Producer: Henry Salomon; production supervisor: Donald Hyatt; writers: Henry Salomon and Richard Hanser; film editor: Isaac Kleinerman; music: Robert Russell Bennett; narrator: Alexander Scourby; assistant film editor: Silvio D'Alisera; research: Daniel Jones, Mel Stuart, S. W. Little.*

### CHRISTMAS SING WITH BING

CHRISTMAS means music, familiar music, simple, sentimental music, hymns and carols of the kind that everybody loves and almost anybody can sing. And that kind of music, to a whole generation of younger-growing-older Americans, also means Bing Crosby.

Therefore it was inevitable that sooner or later someone would come up with an idea like *Christmas Sing With Bing* and, as CBS Radio did, issue a widespread invitation for listeners from coast to coast to "turn up their radio sets and open their windows, or bring their portables out on porches or street corners and assemble groups of two, three or 20 neighbors" to join Bing in a session of caroling. How well that invitation was received and whether anyone actually did try to turn the program into a community sing, we wouldn't know. But we do know that Bing and his guest soloists, choirs and choruses, provided background music for at least one Christmas Eve family reunion dinner that could scarcely have been more appropriate or enjoyable.

*Production cost: $28,000.*

*Sponsored by the Insurance Cos. of North America through N. W. Ayer & Son, Philadelphia, on CBS Radio Sat., Dec. 24, 9-10 p.m. EST.*

*Producers: Bill Morrow and Sam Pierce; director: Murdo MacKenzie; announcer: Ken Carpenter.*

### CHILDREN'S CORNER

IF YOU'RE TIRED of the frantic antics of the usual children's program, give ear and eye to *Children's Corner*, which returned to NBC-TV Dec. 24. From Pittsburgh's educational tv station, WQED (TV), where it has been a hit for the past 18 months, this fantastic but subdued kiddie half hour is just the thing to calm the three to seven-year-old on a Saturday morning as Dad and Mother finish late breakfast.

Echoes of *Kukla, Fran and Ollie* are obvious as the winsome, wholesome Josie Carey talks to such puppets as Daniel S. Tiger, King Friday XIII, Henrietta Pussycat, Xcape Owl and Grandpere. In the first regular network presentation (the show was on the network for a while last summer), these characters presented Miss Carey with various Christmas gifts, all whimsical. Miss Carey also sang several simple songs in a sweet, clear voice. The puppets and their voices were handled by Fred Rogers.

*Production cost: Approximately $7,000.*

*Telecast on NBC-TV, Saturdays, 10-10:30 a.m., EST (from New York).*

*Featuring: Josie Carey and Fred Rogers; supervisor, Ben Park; producer, Doris Ann; director, Martin Hoade; sets by Theodore Cooper.*

### NO ROOM AT THE INN

NBC-TV brought forth one of the finest Christmas shows of the holiday season with the debut of its new religious series, *His Way, His Word*. The new series calls for one show a month, and if coming attractions are as engrossing as the Christmas day presentation of "No Room at the Inn," the story of the Nativity, it should capture a large audience.

This show doesn't try to hammer home religious messages, but acheives a sense of lifting inspiration by telling a good story well. It has an able cast and the sets, while certainly not the easiest in the world to reproduce faithfully, are realistic enough to put the viewer right in the story.

*The sponsoring Goodyear Tire & Rubber Co. leaves out all commercial messages, aside from required identification, and NBC also deletes all credits.*

### SUPER CIRCUS

ABC-TV's *Super Circus* has come out with a new format, but don't be prepared for a shock. The trimmings have been dressed up considerably, but the show itself remains standard tv circus fare. Not bad, really, but nothing to shout about.

Biggest twist is the new ringmaster, Jerry Colonna (Bob Hope's mustachioed sidekick of several years back). Goodness knows he tried hard enough, but somehow he couldn't help looking like a silent-movie villain who, dazedly, found himself in the middle of a kids' show.

An attractive addition is Sandra Wirth, baton-twirling Miss Florida of 1955 who stole the show at Atlantic City and does the same here.

*Production cost: $17,500.*

*Sponsored (alternately) by Hartz Mountain Products (through George Hartman Co.), Roto-Broil Corp. (through Product Services Inc.) and Chunky Chocolate Corp. (through Hilton & Riggio) on ABC-TV, Sun., 5-6 p.m. EST.*

*Producer: Martin Stone; director: Jim Walsh; asst. producer and writer, respectively: Edward Kean and Allan Stone.*

PRACTICAL RADIO SERVICING, by William Marcus and Alex Levy. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 565 pp. $8.50.

ASSUMING the reader has no previous knowledge of radio, the authors, both high school instructors, have written a manual that tells how to test, repair and replace parts of ac/dc superheterodyne receivers, battery sets, three-way portables and small phonograph combinations. It describes the operation and use of test instruments and gives trouble-shooting short-cuts. With this book as a guide, an interested beginner can learn all the theory he needs to become a proficient repairman.

# In San Francisco

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# delivers the highest ratings at the lowest cost per thousand TV homes

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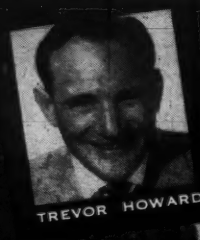
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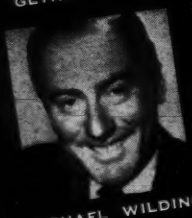
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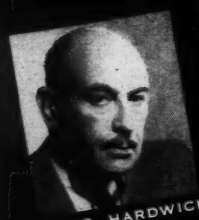
JAMES MASON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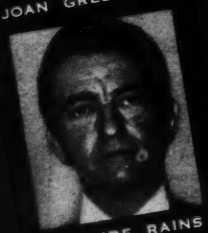
CLAUDE RAINS

# abc-tv's "afternoon film festival" brings the stars out in the daytime

ALLYN EDWARDS–YOUR HOST

Famous film stars. Great production values. Modern top-flight movies never before shown on television. These are the elements that make up ABC-TV's exciting, new daytime show, "*Afternoon Film Festival*," starting January 16, 1956. Each weekday (3 to 5 PM, EST) TV viewers will watch a full-length, truly fine motion picture. Among the 100 titles on the schedule are such greats as: The Cruel Sea, Genevieve, Hungry Hill, A Queen Is Crowned, The Titfield Thunderbolt, Desperate Moment, This Happy Breed, The Captive Heart. For advertisers this should well be the buy of '56. It's nighttime quality TV at a new, low, daytime price. A flexible buying plan. A time slot which research indicates should produce excellent ratings. *Plus* personable Allyn Edwards, who will be available to deliver your sales message.

*abc television network*

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Star of

"Alabama Star Time"

11 a.m. to 2 p.m., Monday-Friday

**Stars Sell on Alabama's greatest radio station**

**WAPI**

Birmingham

**Latest addition to the WAPI announcing staff, Ken comes to Birmingham from Peoria, Ill. There he was program director, musical personality, and commercial announcer. He has a fine musical background. With his proven ability to please housewives, Ken is doing a strong selling job for the products tied into his programs.**

**You can SELL Your Products to Alabama folks**

**If you TELL them on programs they enjoy hearing**

*Represented by*

**John Blair & Co.**

*Southeastern Representative:*

**Harry Cummings**




## Tv and the Blind

EDITOR:

America's blind people don't want special treatment. They know that television (yes, we who are blind *do* enjoy television) must maintain its freedom to present life without undue pressure from vested interest groups. But we do object when television presents plays and documentaries replete with inaccuracies about blindness, stuffed with the old cliches and bent on perpetuating misconceptions about our disability.

On one Sunday recently four tv programs employed the theme of blindness. Three of them completely misrepresented the subject. On another occasion a network presented a play about a blinded veteran, depicting him as a dunce and a sloppy fool. The Blinded Veterans Assn. sent their protests to the sponsor and the producer. Another network portrayed the life of Louis Braille, loaded with inaccuracies, although an authentic biography of Braille exists. A third quite extraneously brought a blind teacher into the plot to deliver Pollyanna pronouncements about life and virtue that sickened blind and sighted listeners alike. A medical show being considered for an award by the American Foundation for the Blind was so full of misrepresentations of the real problems of blindness that the award was withheld.

Television is too powerful a medium, has too many possibilities to render real service to tolerate inaccuracies. There are enough good agencies for the blind willing and able to give any writer, producer or director correct information. For instance, the largest source of information about blindness—15,000 books and pamphlets—is waiting for anyone willing to come to our library, here on 15 W. 16 St. [New York].

A bit of research in advance will bring much tv happiness to those of us who are blind, and prevent a lot of embarrassment to those in the tv business.

*M. Robert Barnett, Exec. Dir.*
*American Foundation for the Blind*
*New York City*

## Body Blow

EDITOR:

Just to prove I read B•T from cover to cover, wish to point out a mistake in spelling in heading of an editorial in issue of Dec. 19. Am afraid, old man, it is Solar Plexus, not Plexis. . . .

Error notwithstanding, I have mailed in my renewal for the coming year. (This has been going on for quite a few years now anyway).

*Louis Ford, Floor Manager*
*WATV (TV) Newark, N. J.*

## Monday Morning Look

EDITOR:

. . . I am no longer with a tv station but I am still actively concerned with television itself. That's why I still look for B•T eagerly every Monday morning . . .

*Morton E. Grossman, Adv. Prom. Mgr.*
Tv Guide, *Philadelphia*

## Young Ham

EDITOR:

If communications from old friends are any measure, your publication must have extensive circulation outside the broadcasting and advertising fraternities because dozens of people who have commented upon OUR RESPECTS [B•T, Dec. 12, 1955] haven't the remotest connection with broadcasting or advertising.

[It was] a good job but credits me with becoming an amateur radio operator at age 7. I obtained my radio license at age 14, and not "in 1914."

*Harold P. See, Mgr.*
*KRON-TV San Francisco, Calif.*

## Expert Services

EDITOR

. . . We couldn't get through a week or often even a day without the expert services of your magazine. I can't tell you how many times we have used it for last minute news on a particular broadcasting problem or activity . . .

*Keith J. Nighbert, Prog. Dir.*
*Memphis Community Television Foundation*
*Memphis, Tenn.*

**[EDITOR'S NOTE: The FCC on Nov. 23 granted vhf ch. 10 to Memphis Community Television Foundation for a non-commercial educational station (B•T, Dec. 5).]**

## Sportscasts Don't Hurt

EDITOR:

Do broadcasting and telecasting hurt a sports event?

The directors of the National Milk Bowl [for small-fry elevens] have an answer. The answer is an unqualified, "No!"

The Milk Bowl, the famed "little" bowl, must make good at the turnstile: the bowl does not solicit money in any form. Not only must it make good, it should have a reserve to pay to charities which benefit by the game.

For three years, the Milk Bowl has been carried both locally and nationally by MBS. Before that—for four years—there was always a local broadcast. Now there is the factor of television: the game was telecast locally, at San Antonio, on Dec. 10, and will be undoubtedly carried nationally also, beginning in 1956.

The answer is that American sports have been built by the millions of dollars worth of free space provided in newspapers and by other millions of dollars worth of free time—in fact, time paid for by the broadcasters on radio. Sports have been built by and have ridden on the gravy train provided by the press and radio. These coverages were always, from the spectator's view, just short of actual attendance; there was always something to be desired in actual attendance at a game.

Television has meant only one thing: some sports events cannot ride on the synthetic glamour built up by the efforts of news and radio people. Now sports must deliver in showmanship to the point of having something which makes actual attendance preferable to television itself. . . .

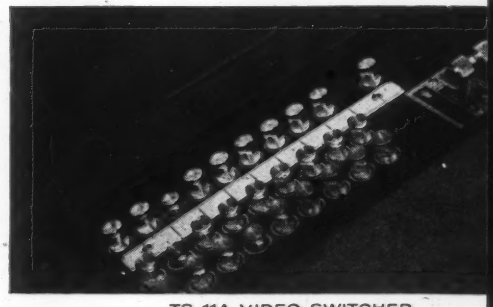
The day of reckoning has come. Let's have press, television, radio for any and all sports events. A little fight for gate on this competitive basis would do all sports some good.

The Milk Bowl is only a "kid" football event. But, in a sense, all good football is "kid" football; the warriors at colleges are still boys; the extent to which the game maintains the enthusiasm and spontaneity of sand lot ball is the extent to which it is worth watching and worth paying for at the gate. Too many sports events have relied on the public "habit" of going. Just like a poor marriage, the promoters have taken the public for granted.

*Eugene C. Weafer, Exec. Dir.*
*The National Milk Bowl*
*Bryan, Tex.*

# How to give your TV commercials a "COMPETITIVE EDGE"

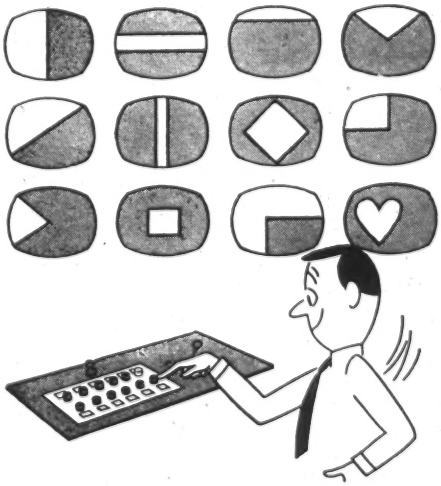
Television audiences today are "conditioned" to many of the brilliant motion picture techniques now also used in TV productions—and they like it! Take away smooth switching—fades, lap dissolves, and transitions they are used to watching—and commercials look flat, dull, and jerky. Add these effects and the same presentations take on sparkle and dimension. In short, *your commercials have a "competitive edge"!*



TS-11A VIDEO SWITCHER

### Are your presentations out of date?

Are your commercials limited to "direct switching" from scene to scene—or simple fades to black—because an elementary video switcher is used? If so, the sponsor is not getting the full benefit of all the programming ingenuity that could be at his disposal.



### How to make commercials "live"

Modern video switching with special effects is your answer. With it, program directors can produce a variety of attention-getting effects in an instant; horizontal and vertical wipes, horizontal and vertical splits, controllable inserts, wedges, and other optical effects. You push the button for whatever you want—and insert the effect wherever you want it. Up goes audience interest. And up goes sponsor satisfaction.

### Which Switcher for you?

RCA has a video-switching system to meet the specific requirement of each and every station.

For example, RCA's TS-5A is ideal for small studio operations—provides fades, lap dissolves, super-positions—handles 5 signal inputs.

Type TS-11A is designed for maximum utilization of facilities—for any size operation. It provides all facilities—includes a program transfer switch for previewing fades, lap dissolves, and special effects. Studio programs can be rehearsed while network or film is "on-air."

Type TS-20 is a relay switching system for the larger installations. It is the ultimate in flexibility for modern programming. You can begin with as few as 6 inputs and 2 outputs and build up to a maximum of 12 inputs and 6 outputs.

### Special effects equipment

Twelve attention-getting effects at your finger-tips . . . You push the button for the effect you want. You swing the "control stick" and put the selected effect wherever you want it. Simple, inexpensive—requires no complicated equipment or extra cameras. Any one of the above switchers coupled with this special effects equipment can give you the extra sales "edge" you want.

For expert help in planning the right video switching and special effects system, call your RCA Broadcast Sales Representative.

*Ask the Engineer —he knows*

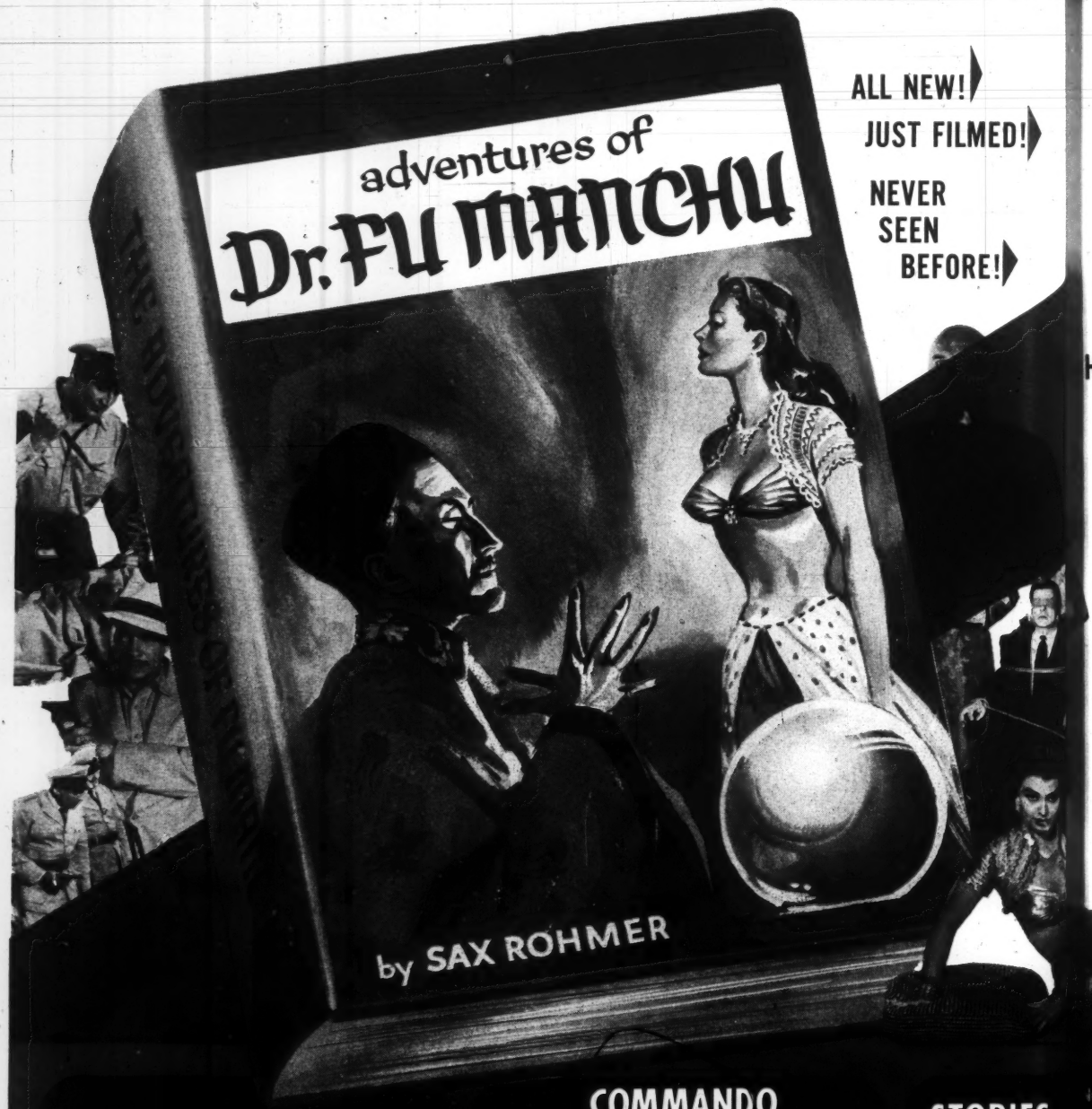
RCA

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.**

In Canada: RCA VICTOR Company Limited, Montreal

# READ BY MILLIONS THROUGHOUT




**STRYKER OF SCOTLAND YARD**
Mystery at its best!
ALL STAR CAST · 26½ minutes each

**COMMANDO CODY**
(Sky Marshal of the Universe)
26½ minutes each
Now being sponsored by
GENERAL FOODS!
Adventure! Action! Intrigue!

**STORIES OF THE CENTURY**

**HOLLYWOOD TELEVISION SERVICE, INC.** · Home Office: 4020 Carpenter St. · No

# THE WORLD IN ALL LANGUAGES

## Millions of TV viewers will applaud the greatest series of intrigue and adventure subjects ever produced!

HOLLYWOOD TELEVISION SERVICE INC., *Presents SAX ROHMER'S World Renowned*

## adventures of Dr. FU MANCHU

### 13–26½ MINUTE SUBJECTS

### READY FEB. 1st

- THE PRISONER OF DR. FU MANCHU
- THE SECRET OF DR. FU MANCHU
- THE PLAGUE OF DR. FU MANCHU
- THE SLAVE OF DR. FU MANCHU
- THE GOLDEN GOD OF DR. FU MANCHU
- DR. FU MANCHU, INC.
- THE VENGEANCE OF DR. FU MANCHU
- DR. FU MANCHU'S RAID
- THE DEATH SHIPS OF DR. FU MANCHU
- THE COUNTERFEITERS OF DR. FU MANCHU
- THE MASTER PLAN OF DR. FU MANCHU
- THE SATELLITES OF DR. FU MANCHU
- THE ASSASSINS OF DR. FU MANCHU

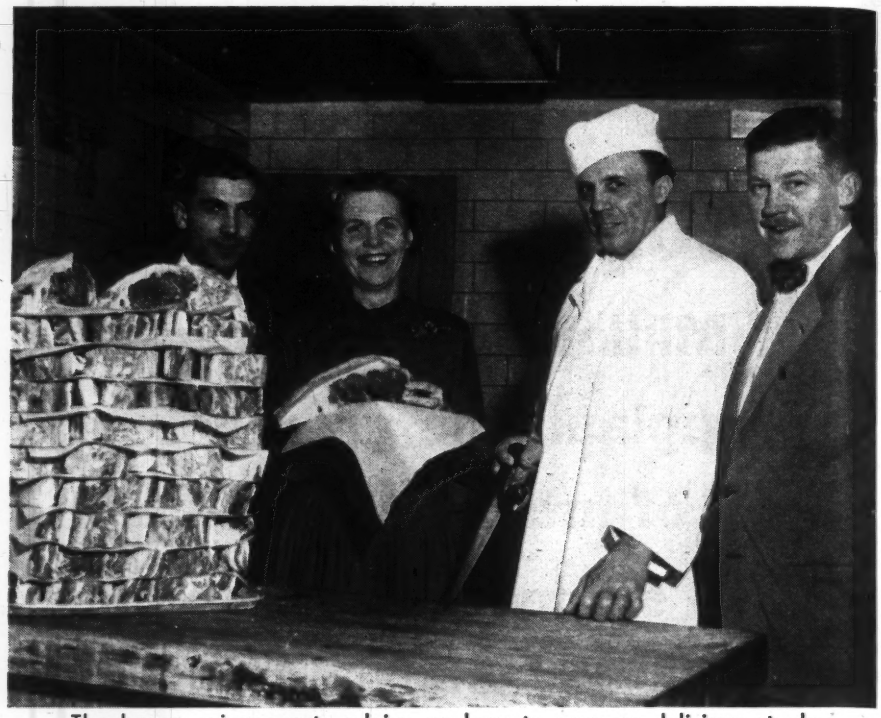
low Syndicating
"EMMY"
WARD WINNER
Outstanding
Entertainment!
ALL STAR CAST
39 Subjects
26½ min each

**REX ALLEN**
one of the world's most popular outdoor personalities
in
"FRONTIER DOCTOR"
Now in Production!
26½ minutes each
Adventure! Action! Intrigue!

Coming! The New Sensational Series
**"THE STATUE OF LIBERTY"**
made in cooperation with the
United States Dept. of Justice,
Immigration and Naturalization
Service and F.B.I.!

od, Calif. · 32 Branches in the United States and Toronto, Canada, 277 Victoria St.

# New York Time Buyer Wins Year's Supply of T-Bone Steak in KMA's Pulse Prediction Contest!



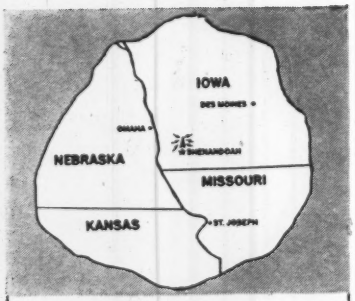
The happy winner gets advice on how to prepare delicious steaks from Chef Jose Garcia at the famous Gilmore's steak house in New York City. Sally Reynolds, timebuyer for Scheideler, Beck and Werner, is shown with Nick Madonna, left, and Bill Maillefert, representatives of the New York Petry office.

## THE FINAL TALLY

Sally Reynolds predicted that KMA's top rating in the Pulse contest would be 16.7, with a 47 per cent share of audience. The actual figure is 16.6, with a 48 per cent share of audience. The survey was taken in 23 counties in Iowa, Nebraska and Missouri. Second place winner is William J. O'Donnell of Batten, Barton, Durstine and Osborn, Inc., New York. He receives a check for $100. Five third-place winners, who receive turkeys from the Corn Country are Frances Stoll of H. W. Kastor & Sons, Chicago; Timothy O'Leary of Calkins & Holden, Inc., in New York; Jean Ayres, Street & Finney, New York; R. P. Maeffei, Benton & Bowles, Inc., New York; and Charles Alexander, Schwab and Beatty, Inc., of New York.

## THE PULSE REVEALS

The new Pulse reveals that KMA continues to dominate the 23-county area in Iowa, Nebraska and Missouri (see map at left). In the 6 a.m. to noon period, KMA has 33 per cent, compared to 15 per cent for station "B", and 12 per cent for station "C." In the noon-til-6 p.m. segment, it's KMA with 25 per cent, Station "B" has 17 per cent, and "C" trails with 14 per cent. In the 6 p.m. to midnight portion, KMA has 25 per cent; Station "B" has 21 per cent, and the third station has 16 per cent of the audience. KMA is the leader in 69 of the 72 quarter-hour segments of the broadcast day. KMA's entire day share of audience is 27.6 per cent, while Station "B" has 17.4 per cent, and the third station has 14 per cent.

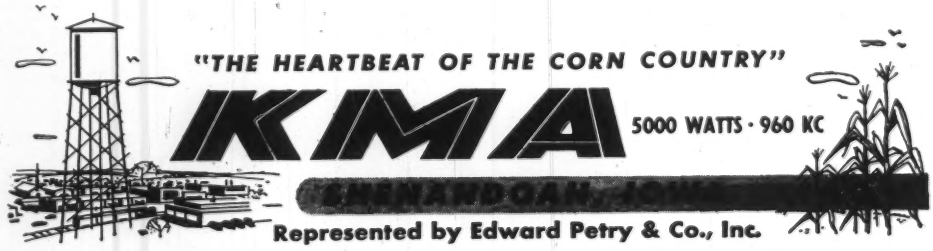



KMA'S .5 M.V. PRIMARY MARKET*

| | |
|---|---|
| Population | 2,859,300 |
| Radio Homes | 817,379 |
| Retail Sales | $3,081,010,000 |

*SM-SRDS Estimates

CONSULT YOUR PETRY SALESMAN
FOR ALL THE INTERESTING DETAILS



# our respects

## to WALTER EUGENE WAGSTAFF

BACK in 1931 the business of running a radio station was complicated by the lack of uniformity in bookkeeping practices. There were about as many accounting methods as radio stations, and the industry was just starting to see the need for a system tailored to its special needs.

KDYL Salt Lake City, a metropolitan station then nearly a decade old, decided it would be a good idea to hire an accountant, Walter Wagstaff, to see what could be done to clear up its bookkeeping problems.

Taking an unbiased look at this new type of enterprise, the young accountant found a lot of room for improvement. With this neutral approach, he came up with an accounting system that set precedents and proved of long-range value.

The experience gave him an insight into the financial operations of a metropolitan broadcast operation. The bookkeeping system was tried and it worked. So did Walter Wagstaff. The combination proved so effective that the accountant became commercial manager at this major broadcast operation after only two years in radio. He succeeded Philip G. Lasky, now directing KPIX San Francisco.

As a native Utahan, he found the Salt Lake City station much to his liking. He stayed at KDYL 13 years, having married the former Merion Dessa Smith shortly before going to the station. They have two children—Terry, 22, and Marilyn, 19.

Like a large percentage of broadcasting's staff executives, he looked forward to the day when he could buy an interest in a station and become an owner-operator. That chance came in 1944 when he bought an interest in KIDO Boise, Idaho. He now is vice president and general manager of KIDO-AM-TV.

The move into Boise was an easy one, since Southern Idaho is closely affiliated with Salt Lake City, a wholesaling and business capital for an extensive area in the mountain states. With his 13 years of successful radio experience in Utah, he stepped into his new position with confidence and kept the operation working smoothly.

Born in Murray, Utah, Oct. 1, 1906, Walter Eugene Wagstaff moved to Salt Lake City in his infancy. Like other youths in the Mormon capital, he learned to love the city and the surrounding mountains. He is a member of the Mormon faith.

At the age of 11 his family moved back to Murray, where he went on with his schooling. His first venture out of the mountain country came with a trip to the Midwest, winding up at the Walton School of Accounting, Chicago. Before entering school he had lived at Kansas City and Sedalia, Mo., where he picked up side money blowing a cornet in theatre pits.

After his accounting course had been completed he went to work for Fairbanks-Morse & Co., Chicago, in 1928, moving back to his native state to accept the KDYL assignment.

Mr. Wagstaff has been an active figure in national circles for some years. At Salt Lake City he was elected president of the Ad Club. After moving to Boise, he continued participation in business organizations and became a member of the NBC Stations Planning & Advisory Committee. In this role he represented radio affiliates at a time when the imminent approach of television was a matter of industry concern.

Five years after arriving at Boise he became president of the city's Chamber of Commerce. Four years later he was elected president of the Rotary Club. Another activity in the advertising world was a vice presidency of Advertising Assn. of the West, a two-year assignment.

Recently Mr. Wagstaff has devoted time and attention to two industry operations—the NARTB Board of Directors and the association's Radio Standards of Practice Committee. He became a board member in 1954, succeeding William C. Grove, KFBC Cheyenne, Wyo., as director for Dist. 14 (Mountain States). Last November he was host director at the NARTB regional meeting, held at Colorado Springs.

Three years ago he was appointed to the standards committee, then under chairmanship of John F. Meagher, now NARTB radio vice president. A number of important changes were made in the document at that time.

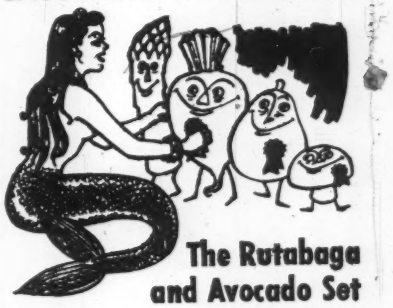
Last year this genial and popular broadcaster was appointed chairman of the standards group by NARTB President Harold E. Fellows. The committee reviewed the whole code and came up with a series of changes which were approved by the NARTB board last June. These included deletion of the separate nighttime limits on commercial content as well as specific anti-liquor and anti-bait-switch definitions.

Next problem facing the standards committee is the proposal to add teeth, possibly along the lines of the Television Code with its seal for subscribers. A subcommittee has been named to handle this project, with Mr. Wagstaff taking an active role. The problem will come before the full standards committee at a meeting to be held in Washington Jan. 12-13.

The basic plan is to set up machinery for individual broadcasters to make a positive assertion that their stations observe the standards, perhaps taking the form of a sign, symbol or sound. This will be a tough job, Mr. Wagstaff realizes, adding, "I feel strongly that radio has grown up to the point where it must do more than give lip service to standards of good broadcasting, and that it must take the same assertive position that has been taken by tv."

Besides his business interests and industry activity, Mr. Wagstaff indulges himself occasionally with two hobbies—fishing for trout and duck hunting.


CASE HISTORY—PRODUCE



The Rutabaga and Avocado Set Never Had It So Good!

For 3½ years now they've had their very own radio program—5 minutes every morning on KBIG Catalina, devoted by the 23 Von's Grocery Company supermarkets of Greater Los Angeles to glamorizing fruits and vegetables . . . highlighting their history . . . suggesting new ways to use them . . . telling both good and bad points of supply and price.

RESULTS: HOMEMAKERS NEWS has won awards from the Advertising Association of the West; Radio Advertising Bureau RADIO GETS RESULTS contest; and Los Angeles Advertising Women, for creative excellence.

Item sales tests pay off consistently. Mushrooms mushroomed 32½%, asparagus 21%. Gift bags hidden under checkstands, and given only to customers who mentioned hearing it offered on KBIG, "sold out" 25,000 in a few days.

HOMEMAKERS NEWS, renewed by Von's for its 4th straight year, typifies the creativity of KBIG. Other 5-minute news features can be tailor-made for sponsors who want something besides saturation spots.

Your KBIG representative or Robert Meeker man can show you topnotch results with either technique.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

CAPITAL TYPES #18

**THE ZEALOT**

Leaps like a gazelle when he spots a soap box. Denounces everything from reforestation to women in slacks. Usually comes out for the underdog; staunch Pittsburgh Pirate fan. Terrified of getting laryngitis, insists on wearing wool underwear all year 'round. Raises hamsters, teaches Leathercraft at local girls' summer camp. Hums marching songs when preoccupied.

And astute advertisers in Washington keep business humming when they use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

**WTOP RADIO**
Represented by CBS Radio Spot Sales

JACQUE MELINARO

# on all accounts

TRYING to get the best buy for advertisers when radio stations still have double rate cards —both national and local—is the hardest part of timebuying, according to this petite executive of Anderson-McConnell Adv., Hollywood.

Best known as "Jackie" to her friends who can't pronounce French, Jacque Melinaro finds buying time distinctly different for the two media. She buys radio on a saturation spot campaign basis, usually top music-and-news stations, whereas television purchases, because of the unit cost, "are very selective."

Because women control most of the buying power in the country, Mrs. Melinaro believes a woman timebuyer has a distinct advantage over her male counterpart "in addition to the sixth sense that men are always telling us we have."

Born Aug. 28, 1923 in St. Louis as Jacque Martin, she was destined for the agency business in spite of her yearnings for the stage. It was in the family. Her father then owned newspapers in Rolla, Mo., and New Richmond, Minn., and for a period was an agency executive in Kansas City.

Migrating to California with her family when she was 10, she later attended Los Angeles public schools and enrolled in Los Angeles City College as a drama major. Then, tired of waiting for "the big break in show business," she joined the *Los Angeles Times* in 1944 as a guide for public tours of the plant. The following year found her deep in the classified advertising department where another four years convinced her she should change her career and forget show business.

But she didn't. In 1948 she married a comedian, Al Melinaro, often a guest on radio and tv in addition to his nightclub assignments. In 1949 she joined G. M. K. Animated Productions, a firm partly owned by her husband and which gave her experience in tv production.

In 1951 she joined the media department of Foote, Cone & Belding, Los Angeles, and within three years was assistant radio-tv timebuyer. In April 1955 Mrs. Melinaro was named radio-tv timebuyer for Anderson-McConnell.

Her present major accounts include Hoffman Radio and Television Corp.; Wynn Oil Co. Distributors (Wynn's Friction Proofing, auto oil additive), and Paramount Citrus Assn. (Cal-Fame frozen orange juice).

Mr. and Mrs. Melinaro live in North Hollywood. They have no children. Her hobbies are rather intellectual, she admits, since they include collecting rare books, chiefly of the theatre and arts, and listening to classical music. "And sometimes a little jazz," she says.

ask
a
cigarette
who
knows

i was reared
in the richest tobacco
soil in the world,
under the shadow of
eastern carolina's
top-power nbc-tv station.

witn
channel 7
NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

Here's a champion performance to warm any advertiser's blood against Winter's onset. The team includes the Ashland Oil & Refining Company. 69,550 football contest entries, and a remarkably persuasive medium called WSAZ-TV. To kick off, let's ask: *"What does any advertiser want most when he advertises?"*

# action..?

You bet! So listen to this! Ashland Oil picked WSAZ-TV (and only WSAZ-TV) last Fall to promote a contest during the Cleveland Browns televised pro games. Prizes: 32 trips by air to see the Browns tangle with the Pittsburgh Steelers in Cleveland on November 20.

For entry blanks, viewers were asked to visit an Ashland Oil outlet. No strings attached. Fast as you can say "buck-lateral," Ashland dealers in four states were hustling like happy halfbacks to supply blanks.

After seven weeks, when the final whistle blew, 69,550 entries had been received—almost enough to pack Cleveland's Municipal Stadium! From them, 32 winners were drawn before WSAZ-TV cameras at half-time intermissions of the Browns' games. While thousands-&-thousands watched!

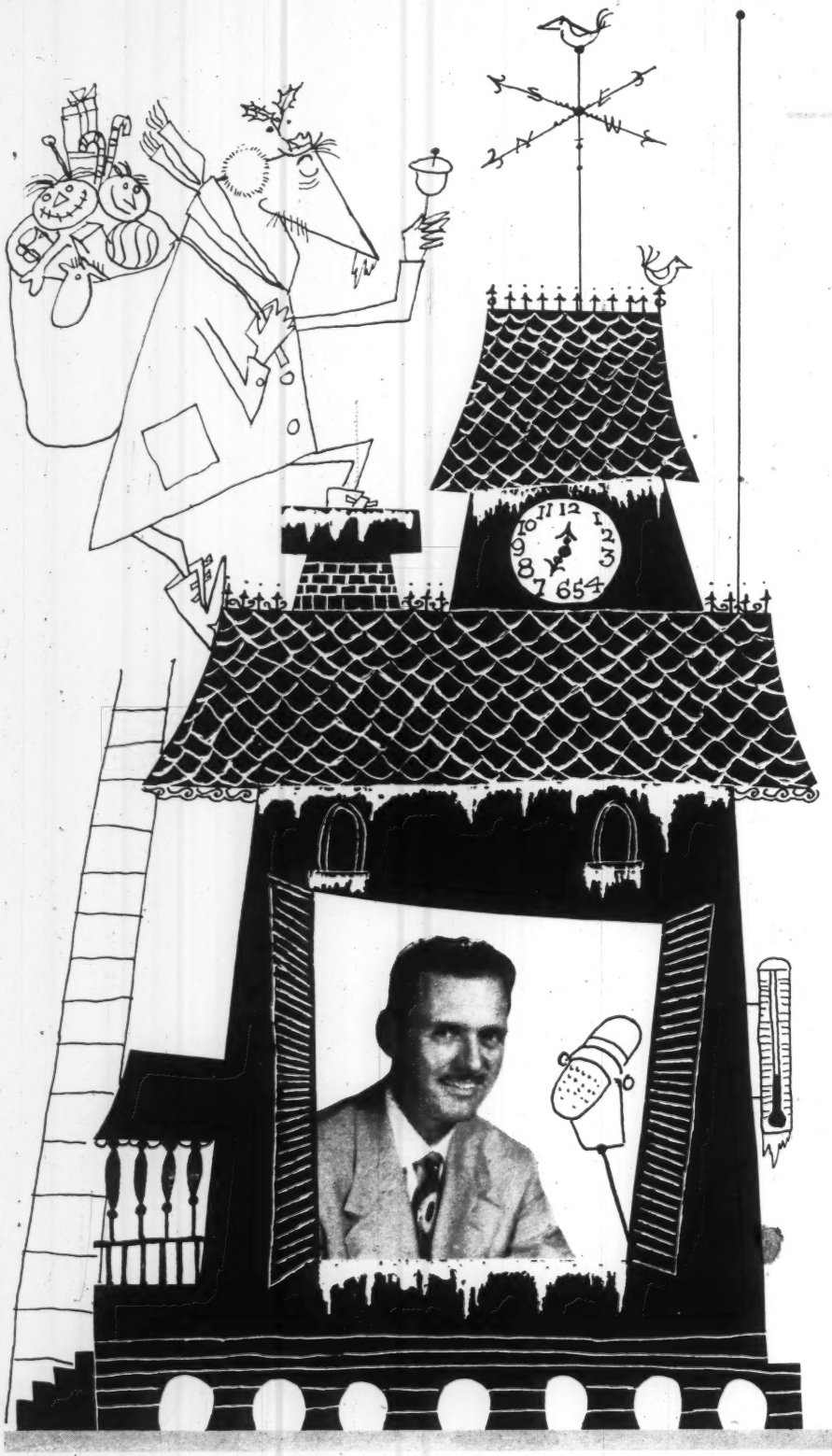
Another example of how WSAZ-TV gets *action* in this five-state industrial market with *four billion buying power,* nearly half-a million TV homes! What's more, WSAZ-TV is the *one* medium covering the whole area. Ask your Katz man to get you into the game, too.

**Huntington-Charleston, West Virginia**
*CHANNEL 3*
*Maximum Power*
**NBC BASIC NETWORK**
*affiliated with ABC*

**WSAZ**

**TELEVISION**

*also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston*
*Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.*
*represented nationally by The Katz Agency*



# Ross meets hot prospects even in the coldest weather!

Sub-freezing temperatures can't cool off an Al Ross fan. Ross's listeners turn out by the thous when he asks them to, to give toys, dolls and dollars to Washington's needy children, through Ross's downtown "Do House" and the Christmas Bu of the Community Chest.

At Christmas, 1955, for examp Ross fans braved icy winds to bring in over 17,000 dolls, and toys, and over $2000 in cash, a sparked by Al Ross's "Your Timekeeper" show (6:15–9:30 Monday–Friday, and 6:15–8:00 a.m. on Saturdays).

This kind of loyalty, translate into sales, explains why adver who want the big Washington market buy Al Ross's "Your Timekeeper" show—for its sm blend of music, news, weather, time, and those special, perso commercials that add up to *action* and *results*.

*Need that kind of results? Get them from . . .*

NBC *in Washington*

A SERVICE OF RCA

Represented by NBC SPOT SALES

WRC

RADIO

BROADCASTING TELECASTING

January 2, 1956 Vol. 50, No. 1

# RADIO, TV FACE PROBLEMS AS ELECTION YEAR BEGINS

- **Political pressure builds up behind Senate investigation**
- **Broadcasting will bear heavy expense in covering politics**
- **Parties plan unprecedented demands for radio-tv time**

BEGINNING tomorrow, when the 84th Congress reconvenes, broadcasters face a year of tormenting entanglements with politics and politicians.

The quadrennial convulsions of a national election have always caused upheavals in radio and television schedules and not a few brushes between broadcasters and the irrational political broadcasting law. This election year, however, promises special problems.

**Problem 1:** A sweeping investigation of radio and television by the Senate Interstate & Foreign Commerce Committee. This investigation was started last year but bogged down. It now shows definite signs of being reinvigorated. With the committee's chairman, Sen. Warren G. Magnuson (D-Wash.), up for reelection, the publicity potential in such a probe will hardly be ignored. Hearings begin Jan. 17 (see below).

**Problem 2:** Radio and television coverage of such major political events as the national nominating conventions and the elections. Expenses of covering the conventions alone will run to an estimated $5 million for radio and tv networks. Technical difficulties of covering the conventions are made the more complex by the decision of the two parties to meet on consecutive weeks in Chicago and San Francisco (see box page 28).

**Problem 3:** An unprecedented demand for radio and television (especially television) time by political parties and candidates. While political sponsorship will bring new money into broadcasting, it will not constitute an unmitigated windfall. Some regular commercial sponsors are bound to be displaced by political broadcasters and their money, of necessity, refunded. And unless 1956 turns out to be different from every other presidential election year, some broadcasters will have to bear extra legal expenses because of political broadcasting.

Radio and television enter this election year under the same restrictions they have borne since the passage of the Communications Act: they must give equal opportunity to all politcal candidates (including those of splinter parties that have no serious chance at the polls); they must not censor candidates' speeches despite the hazards of libel actions that may ensue; they cannot avoid political broadcasting without risking an inquiry as to whether they are fulfilling their public service responsibilities, and they cannot go into it without risking libel suits, the displeasure of regular customers who are displaced and the criticism of politicians who feel their adversaries have been given preferential treatment.

Only one major change has been made in the political broadcasting law in 21 years. Four years ago an amendment was added requiring broadcasters to charge political candidates the same rates for time that they would charge commercial advertisers. Until then some broadcasters charged premium rates for political programs to discourage excessive use of their facilities by politicians or to compensate for the special hazards involved, including poor credit risks.

With that last measure of discretion denied them, broadcasters are beginning a political year that promises to provide more headaches than any other.

## THE OUTLOOK ON CAPITOL HILL

THE growing pains and ills of the nation's newest billion-dollar industry are scheduled to be scrutinized by Congress Jan. 17—two weeks after the second session of the Democratically-controlled 84th Congress begins tomorrow.

Ironically, public dissection of the broadcast industry comes on the eve of the 1956 political campaign in which all experts agree tv and radio will be used to a hitherto undreamed of extent.

The Senate, Interstate and Foreign Commerce Committee hearings which are scheduled to begin Tuesday, Jan. 17, will be the kickoff to what may turn out to be a six months' and perhaps a whole year's study of the medium.

The first sessions, it was learned, will be devoted mainly to hearing FCC commissioners, with FCC Chairman George C. McConnaughey proposed to be the initial witness. He will

## COX FACES TV HEARINGS WITH 'OPEN MIND'

THE MAN who is going to lead the congressional investigation of the television industry comes to his job free of any background in the broadcasting field. But he is familiar with the front end of a camera.

Kenneth A. Cox, the 40-year-old Seattle attorney chosen by Sen. Warren Magnuson (D-Wash.) as counsel to the Senate Commerce Committee for its tv investigation [B•T, Dec. 26, 1955], is an active citizen whose interest is primarily in such organizations as the Seattle World Affairs Council and the American Assn. for the United Nations. He is a member of the executive board of the former and is vice president of the city and state chapters of the latter.

SEN. MAGNUSON

COUNSEL COX

In those roles he has appeared, solo and as a member of panels, frequently before the business end of tv cameras and radio microphones.

As a public spirited citizen, who is also vice president of the local Democratic Club, the Kansas-born attorney knows many broadcasters, but only in a casual, civic or social kind of way. He comes to the investigation "with no pre-conceived notions," he told B•T last week.

"I have an open mind," he said. "My object will be to find out what the problems are and what FCC, broadcasters and others feel should be done about them."

Mr. Cox said he already has begun studying the voluminous documents in preparation for the opening hearing, scheduled for Jan. 17 in Washington, but that he probably would not participate actively until a second round of hearings later in the year.

Mr. Cox was born in Topeka, Kan., in 1916. He finished his schooling in Seattle and attended the U. of Washington from which he received his law degree in 1940. He received his master's degree in law from the U. of Michigan in 1941. He was law clerk to Judge William J. Steinert of the Washington State Supreme Court, and from 1946 to 1948 was an assistant professor of law at the U. of Michigan, where he taught the intricacies of equity, securities and constitutional law.

Except for World War II and an 18-month period during the Korean War, Mr. Cox has been associated with the Seattle law firm of Little, LeSourd, Palmer, Scott & Slemmons. The firm is engaged in a general practice, mainly in the corporate, real estate and tax fields.

During World War II, Mr. Cox was with Army Intelligence in the Pentagon. He was demobilized as a captain. In the Korean War, Mr. Cox was called back to active duty and assigned to Fort Riley, Kan.

He is married and has two sons.

Mr. Cox succeeds Sidney Davis as Senate counsel on the tv investigation. Mr. Davis resigned last July. Republican counsel for the tv study staff is Robert L'Heureaux.

Nicholas Zapple, professional staff communications counsel, is coordinator for the investigation.

# POLITICAL COVERAGE

THE pace of radio-tv network planning for the multi-million-dollar job of covering the 1956 presidential nominating conventions, the political campaigns, and the election returns is beginning to pick up.

Starting early in the new year, the tedious task of getting ready is expected to consume more and more time of more and more people—at each of the networks—until the first climax is reached in August with the Democratic and Republican conventions, coverage of which is expected to require the services of some 1,000 persons.

Sales activity is moving ahead—although as yet only CBS Radio and CBS-TV have a convention-election package sponsor in tow. Westinghouse Electric Corp., which sponsored the CBS political package in 1952, signed up again in mid-summer—at a price estimated at $5 million [B•T, Aug. 1, 1955]—for a similar 1956 package, including special pre-opening convention programs, coverage of the conventions and elections, and weekly progress reports for eight weeks between nominations and voting.

All networks have now established special units or designated coordinators for the sale of time for political broadcasts (as distinguished in most cases from the sale of convention-election coverage packages).

ABC created such a unit last week, headed by Ernest Lee Jahncke, vice president and assistant to the president. Stewart Barthelmess, administrative manager for ABC Radio sales, will head the radio end of the unit, while Henry Hede, ABC-TV sales service director, will head the television end. Addison Amor and Norman Hendershot will be account executives for radio and tv, respectively, while Charles Abry, national sales manager for television, and George Comtois, acting national sales manager for radio, will assist the special unit in consulting capacities.

NBC set up a special political broadcast unit some months ago under the direction of treasurer Joseph A. McDonald, while CBS has had staff vice president Richard S. Salant coordinating political time questions between its various radio and tv departments and the two major political parties for several months [B•T, Oct. 31, 1955].

Mutual meanwhile designated Joseph Begley, of the executive staff of the parent RKO Teleradio Pictures Inc., to serve as liaison between Mutual's sales department and both political parties and prospective sponsors of the MBS coverage of conventions and elections.

The Republicans and Democrats are generally expected to spend approximately twice as much for radio-tv time in 1956 as they did in 1952. In that year, according to authoritative estimates, the Republican national organization spent more than $2 million and the Democrats more than $1.1 million for political time [B•T, Nov. 10, 1952].

The networks' convention-election packages, if sold at the asking prices, will bring in a total of about $16 million. In addition to CBS' reported $5 million deal with Westinghouse, NBC has pegged its radio-tv package at $5 million to $6 million (depending on whether it's singly or multiply sponsored), ABC is asking $4.32 million and Mutual around $1 to $1.5 million.

Philco Corp., which sponsored convention and election coverage on NBC radio and television in 1952, is reported to be interested in participating sponsorship of the NBC package in 1956. Admiral, which was ABC's radio and tv sponsor four years ago, also is believed, unofficially, to be unwilling to pick up the tab for full sponsorship again this year. Mutual's 1952 arrangements involved a tie-in with *Farm Journal* and *Pathfinder*, with coverage available to affiliates for sale on a local co-op basis.

While most of them are still looking for sponsors, the networks expect the convention coverage alone to cost them around $5 million—an unofficial estimate of probable total production costs for radio and television coverage of the two conventions, not including time. This estimate anticipates that the three radio-tv network organizations will spend around $1.5 million apiece and that Mutual's radio production costs will come to about $500,000.

For their money, sponsors will get, according to current plans, virtually gavel-to-gavel coverage of the conventions, coverage of the election returns, and some special programming.

In television, it seems unlikely that they will get color along with black-and-white convention coverage. Both NBC-TV and CBS-TV had wanted to colorcast at least part of the conventions, but the fact they are scheduled for consecutive weeks and half a nation apart—the Democrats open in Chicago Aug. 13 and the Republicans in San Francisco Aug. 20 and they could overlap, though this is not deemed likely—leads network officials to doubt they could have color equipment installed at both places in time. Authorities at each network reiterated last week that they have no present plans for including color.

The Democratic convention is expected to break into two daily sessions, starting at 12:30 p.m. New York time on Aug. 13 but running from approximately 2:30-5 p.m. and 9:30 to about midnight on succeeding days. The Republicans plan a single daily session from 5 to 10 p.m. New York time. Observers agree, however, that at both conventions the daily sessions are apt to run overtime, particularly when the polling starts. Each convention is expected to last four or five days.

As an indication of the amount of time that goes into the network packages, ABC is guaranteeing its prospective convention-election sponsor or sponsors that it'll provide 40 hours of convention coverage and 4½ hours of election returns—a total guarantee of 44½ hours of convention-election coverage by television and an equal amount by radio. ABC's plans anticipate even more than the guarantee—26 hours by television and 26 by radio at each convention (including two pre-convention programs in each city), plus the 4½ hours on election night.

appear before the entire committee, chairmanned by Sen. Warren G. Magnuson (D-Wash.) who already has expressed disappointment at the FCC's lack of action in settling the uhf problem.

Sen. John O. Pastore (D-R. I.), as next ranking Democrat on the committee and chairman of its communications subcommittee, is likely to preside at some of the hearings, Sen. Magnuson has indicated.

Sen. Magnuson is up for reelection this year, with the possibility that his home state's GOP governor, Arthur B. Langlie, will run against him.

The initial hearings will undoubtedly be conducted by committee chief counsel Frank Pellegrini. On the scene will be newly appointed counsel for the radio-tv investigation, Seattle attorney Kenneth A. Cox (see separate story, page 27). Mr. Cox is expected to take over active leadership of the staff at subsequent sessions. There will be several sets of hearings, it was learned, delving into various aspects of broadcast activities as they are brought to light during the first hearings.

The Senate hearings come more than a year and a half after hearings during the GOP-controlled 83d Congress by the committee's communications subcommittee on the same troubles confronting television today—the inability of uhf stations to compete with vhf in markets where both are mixed and the difficulty of the former in securing network affiliation, plus the scarcity of uhf sets.

The FCC was busy studying these questions last month. And the Commission also was jumping off into an investigation of its own with $80,000 in funds appropriated during the first session of the 84th Congress.

A statement by the FCC projecting the scope of its network study indicated that some of the methods it intends to employ [B•T, Nov. 28, 1955] bear more than a little resemblance to recommendations made by Harry A. Plotkin, former Democratic counsel in the Senate Commerce Committee's own probe, last February [B•T, Feb. 7, 1955]. These similarities are

*(Continues on page 60)*

# ERWIN, WASEY AGENCY SOLD TO HOWARD, DAVID WILLIAMS

**Board chairmanship assumed by Howard D. Williams, who is succeeded in presidency by son, David B. Williams. L. R. and George Wasey relinquish agency posts to devote themselves to other interests.**

THE 41-YEAR-OLD advertising agency, Erwin, Wasey & Co., owned by L. R. and George Wasey, has been purchased by Howard D. and David B. Williams, it is being announced this week by David B. Williams, who becomes president.

The ownership and management of the agency, which will retain the same name, changes hands following the sale of stock interests of L. R. Wasey, chairman of the board, and his nephew George, vice president.

David B. Williams, executive vice president since 1952, moves up to the presidency. Now 35, he started with the agency when he was 25 years old as a trainee and spent six months in traffic and a year in media work. He went to the Seattle office in 1947 as assistant media director and junior copywriter, staying seven months. In March 1948 Mr. Williams moved to the new Los Angeles office as a junior copywriter and assistant account executive. In 1949 he was named vice president and three years later executive vice president in Los Angeles.

Howard D. Williams, father of David Williams, becomes chairman of the board, moving up from the presidency. He has been with the agency since 1933 and was made a partner in 1940.

L. R. and George Wasey relinquish their positions as chairman of the board and vice president, respectively, and will devote themselves to other business interests.

### Policy to Remain Intact

The new president said that no policy changes are contemplated. "This has been a well-planned transition in ownership and management, and our service to clients will continue smoothly," he said.

Lorry R. Northrup, who has been vice president and general manager of the Chicago office for 15 years, has been named executive vice president and secretary of the corporation and remains a member of the board of directors.

Emmett C. McGaughey retains his post as executive vice president in charge of west coast operations, in Los Angeles.

Mr. Williams said the company, which employs about 750 people in all the offices, has just "closed the books on one of the finest years in our history, and we have every intention of strengthening our position in the advertising business." The agency maintains nine offices.

He emphasized his confidence in the future by referring to Erwin, Wasey's forthcoming move to new quarters in New York under a 20-year lease involving commitments in excess of $2 million. He also said that plans for expansion of all phases of domestic and international operations are well under way.

Clients of the agency include the Texas Co., Carnation Co., McGraw Electric Co., McKesson & Robbins' liquor division, Thos. Hedley & Co. Ltd. (British subsidiary of Procter & Gamble), Goodyear Tyre & Rubber Co. Ltd., and N. V. Philips (Eindhoven, the Netherlands).

What is now the Erwin, Wasey agency was formed in November 1914, when L. R. Wasey and W. T. Jefferson left Lord & Thomas to establish their own advertising firm in Chicago. The following January the agency became Erwin, Wasey & Jefferson when C. R. Erwin retired from the presidency of Lord & Thomas and joined the new firm. Soon thereafter Mr. Jefferson left and the present company came into being.

Progress included establishment of a London office in 1919 and opening of a New York office under O. B. Winters in 1923. An office was set up in 1948 in Los Angeles to serve the Carnation Co. and other west coast accounts.

The agency staff has included a number of outstanding names in the advertising field, including: Leo Burnett, once copy chief in Erwin, Wasey's Chicago office; James Ellis, now president of Kudner Agency, formerly copy chief in the New York office; Atherton Hobler, former account executive who now is chairman of the executive committee of Benton & Bowles; the late O. B. Winters, copywriter and former partner of Erwin, Wasey, and Arthur Kudner, founder of Kudner Agency and former partner and president of Erwin, Wasey.

## Philip W. Lennen Dies at 68 Was Lennen & Newell Chmn.

FUNERAL SERVICES were held Tuesday in New York for Philip W. Lennen, 68, retired board chairman of Lennen & Newell Inc., New York, who died Dec. 21.

After serving in various advertising posts with industrial firms and the Erwin, Wasey Co., Mr. Lennen formed Lennen & Mitchell in 1924, in association with John Mitchell. Mr. Lennen was noted for the effectiveness of his copy writing, and was credited with originating the Old Gold cigarettes slogan, "not a cough in a carload."

MR. LENNEN

When Mr. Mitchell died in 1931, Mr. Lennen continued the old company until H. W. Newell, formerly of Geyer, Newell & Ganger, joined the agency in 1951. Mr. Newell became president and Mr. Lennen chairman of the board.

## Fitzgerald Adv. Forms Corp., Offers Stock to Employes

AFTER 29 years of operation as a partnership, the Fitzgerald Advertising Agency, New Orleans, was converted to a corporation, effective Dec. 31. The change was made, according to Joseph L. Killeen, "to afford the opportunity of ownership and fuller participation on the part of key employes."

Other officers of the new corporation, which now employs 104 people, are Joseph H. Epstein, vice president-treasurer; Roy M. Schwarz, vice president-chairman of the plans board; Leonard E. Gessner, vice president-secretary; E. W. Rector Wooten, vice president-executive art director; Warren G. Posey, vice president-director of client service; Donald H. Halsey, vice president; Harley B. Howcott, vice president, and Robert Carley, vice president.

### BUSINESS PROSPECTS, '56

IN THIS ISSUE are four recorded B•T Interviews with men prominent in broadcast advertising, all giving their prognostications for the year 1956. The agency field is scanned by Fred Gamble, president of the American Assn. of Advertising Agencies, on pages 30 and 31. Paul West, president of the Assn. of National Advertisers, gives his viewponts on page 35. Radio's prospects are cited by Kevin Sweeney, president of Radio Advertising Bureau, on pages 50 and 52, and television's by Oliver Treyz, president of Television Bureau of Advertising, on pages 56 and 57.

Also this week, on pages 36 and 38, B•T presents management consultant Richard P. Doherty's detailed analysis of radio-tv business prospects for 1956.

## Maitlands Combine Forces In New Pittsburgh Agency

THE MAITLANDS, John I. and his son V. I., who for years have been identified with advertising in Pittsburgh, have teamed up to open a new agency in that city—Vic Maitland & Associates Inc.

V. I. Maitland, the agency's president, was executive vice president of Walker & Downing Agency in Pittsburgh for eight years, and for the past year served as executive advertising director of Duquesne Brewing Co. of Pittsburgh.

JOHN I. MAITLAND V. I. MAITLAND

John I. Maitland, who for the past 30 years has worked in the medium of newspaper advertising, recently sold his interest in an advertising agency. He will serve as executive vice president in the new concern.

## CBS-Columbia Ad Budget $2 Million Through May

MAJOR PORTION of a $2 million advertising budget from January to June 1956 has been allotted to radio and television to promote the sale of CBS-Columbia's new line of radio and television receivers, it was revealed last week by Norman C. Owen, vice president in charge of sales, at the company's national distributor convention in New York.

Though Mr. Owen declined to specify the sum assigned to radio and tv, he said the division will continue to sponsor *Arthur Godfrey and His Friends* on CBS-TV on alternate Wednesday evenings, and will be a participating sponsor on three CBS radio programs—*Edgar Bergen Show*, *The Bing Crosby Show* and *Amos 'n' Andy*.

Introduced at the convention were 16 basic television models and 18 radio models, including what was described as "the first all-transistor home radio."

MR. GAMBLE

### THE PRESIDENT OF THE AAAA FORECASTS

# ALL ADVERTISING UP 5-10% DURING 1956

*TELEVISION is requiring agencies to provide special services for their clients not called for by other media, but heavy tv appropriations, with agencies getting their standard percentage, now offer adequate compensation for the extra effort, Frederic R. Gamble, AAAA president, believes. If broadcasters could make agencies understand them better and agencies could similarly educate broadcasters, both would benefit, he states, praising TvB and RAB for their work toward that end.*

**Q:** What do you think the outlook for advertising is going to be in 1956?

**A:** Well, if we're going to sell the volume of goods and services which we are capable of producing in this country, there should be another increase in advertising in 1956—between 5 and 10% in total, I would think.

**Q:** Would you say much of that increase in advertising will go towards radio and television?

**A:** Oh, I think a great deal will. Television has had a rapid growth and it should continue to grow. Radio, I think, has fallen off more than it should have. I think radio has values which people are going to appreciate more than they seem to have been doing lately. They are beginning already to show that they appreciate them better. Radio suffered more than it should have suffered. It is a very valuable medium.

**Q:** Do you think radio will get more of a share than it did in '55?

**A:** Well, trying to estimate what share a medium will get is very difficult. I think radio will do better in '56 than it did in '55; but whether that will be a larger share of the market I don't know. It might be or it might not.

**Q:** What effect would you say television has had on advertising agencies as a whole?

**A:** I think television has had a very stimulating effect, because it is a tremendously powerful new medium, it is a thrilling medium to work in, it gives great results.

**Q:** Would you say that advertising agencies have grown with television, or as a result of television?

**A:** They have grown with it and as a result of it. And television has grown as a result of agency work. It is a combination thing.

**Q:** Would you say that advertising agencies have had to add extra services as a result of television?

**A:** Well, there are things that you do in connection with television that you don't do with any other medium, and agencies are doing those things. [See box on facing page.]

**Q:** Now as a result of all these extra things that agencies do—and the fact that agencies costs have gone up so—what about their commission? Has it gone up?

**A:** Why, agencies are fortunate in that they operate on a percentage of billing. So, if the appropriation goes up, the agency's compensation goes up too.

**Q:** But what about the percentage? A more or less "standard" rate is still in existence, is it not?

**A:** If you mean that agencies customarily receive a commission on time, just as they do on space, that of course is true.

**Q:** Shouldn't that commission go up accordingly?

**A:** That is for individual media to decide. We cannot have any part in it, and I would rather not express an opinion. Some time ago there was quite a lot of agitation among agencies on the need for more compensation, especially because of the high cost of television. In the early days of television, the agencies weren't making any money and the stations weren't making any money and the advertiser—well, sometimes he wasn't getting very much either, because the audience wasn't there. But the audience grew, and, well, we just grew out of that. You don't hear that sort of thing any more.

**Q:** Isn't it true, Mr. Gamble, that as a result of television—these extra services—many of the smaller agencies have had to merge?

**A:** No, I don't think they've *had* to merge. There have been some mergers, but many fewer mergers than the trade press may have led us to believe—also fewer than some of the "merger operators" have led us to believe. Some people are interested in the merger business. There are in total, I think, more agencies in existence today than ever. And I don't think the merger "trend" is anything like as strong or as important as it has been reported to be.

**Q:** Do you think there are more advertisers than ever before? As well as agencies?

**A:** Yes, but I would like to say one more thing about this "agency merger" business. One of the things that has led agencies to do it is capital gains. Agency people are just the same as other people. If the tax situation makes a capital gain a desirable thing, and it can be done properly under the law, then agency people tend to do it the same as everybody else.

Now on this question of more advertisers—certainly there are more advertisers. And there are larger advertisers, and better advertisers than ever before, because they are selling more goods and there are more people and more transactions.

**Q:** And don't you think that advertising itself has sort of snowballed? The more advertising there is, the more want to join it?

**A:** I hope so! Yes, I think that more and more advertisers are realizing that advertising is the counterpart in distribution of the machine in production. They use advertising because it is the least expensive way to find customers for their goods and services. And if it proves not to be the least expensive way, then they will go and use their money some other way. But it *has* proven to be, because it is the machine principle applied to selling.

My own belief is that advertising is going to become greater and greater, more and more efficient, as we learn to apply greater knowledge of communication and the way people's minds work—ways to make advertising more persuasive and to get rid of some of

that small percentage of advertising that still holds everything back because it is so bad.

**Q:** The "hard sell"?

**A:** Lots of different things. Fortunately it is a very small percentage of the total. But there is just enough bad advertising that it holds up all advertising.

**Q:** Changing to another subject, in what way can radio and television broadcasters cooperate with agencies or with your organization to make it easier for them to do business together?

**A:** That is really a large subject, because it involves broad, basic principles and it involves a considerable number of day-to-day operating things!

One thing that could be done to help everybody would be for agencies to understand broadcasters better and for broadcasters to understand agencies better. That, I am sure, is one of the basic things that ought to be done. No matter how hard we try, there isn't as much understanding as there ought to be.

Here the broadcaster sits; he wants to sell his time; he wants to stay in the good graces of the FCC, and he thinks these agencies are some mysterious sort of thing way off there. The agencies, on their side, are working very hard to try to make the advertisers' advertising succeed. They don't realize or think about the broadcasters' problems. The problem will probably always be with us, but we ought to do more about it than we're doing.

**Q:** What kind of mutual education projects might help that situation? Do you think of any?

**A:** So far, I think that the Radio Advertising Bureau and the TvB, on the side of the broadcasters, and our committees on the agency side are the best devices that we have been able to come up with. But I think we can do a lot more on the agency side.

My hope is that agencies will put the story of what they do into some kind of form so that people on the media side will understand them better. The clients understand—at least they understand their own agencies because they're working with them day by day. They understand better than most media do. But media don't have the same contact.

It's our hope that more and more agencies will get their individual stories into shape. If they are able, maybe they could make motion pictures telling the story of how they operate. And if they aren't able to make motion pictures, well, maybe they can make slide films. If they aren't able to make slide films, maybe they can take pictures in their office and make blow-ups and have some kind of a running story that goes along with it. I think that for a very few dollars you could do the story of an agency that would help media to understand what goes *on* in the agency.

I used to be on the media side. I know that the greatest mystery in the world to a media man is what goes on in that agency office—the parts of it that you don't get into. And what *is* going on in there is the greatest effort those people can make to make the advertisers' advertising succeed. We need to tell that story.

And I think the broadcasters also need to tell agencies something more about the problems of broadcasting and how agencies can help the broadcaster—instead of getting material there too late, and addressing it to the wrong place, and having more paper work than necessary, and having the actual order word-of-mouth and then six months later you come along with the contract after the transaction is all over.

**Q:** Would you like to make any concluding statement?

**A:** Yes, I think I would like to conclude with an idea I've talked with media people about and have talked to our people about: that in all of our selling efforts—media's selling efforts on behalf of their own media, and our selling efforts—we should have in mind the *big picture*, the advancement of advertising as a whole.

Away back in my earliest days in advertising, the salesman who was almost certain to fail was the guy who was only interested in his medium; if he couldn't win, then he would tear down the rest of advertising. In the long run those fellows have lost. Those who have gained and come ahead are those who have sold not only their own medium, but they have sold advertising as a whole and its value to business and its benefit to the economy.

**Q:** Actually, don't you think we have come a long way toward that?

**A:** Oh, tremendously.

## 'EXTRAS' FOR TELEVISION

**Q:** What are some of the extra services that agencies have to render? Or do not have to, but have done?

**A:** There are any number of things, even in connection with television package shows alone, shows which are bought outside the agency. Let's get the list of things an agency may be called on to do in connection with a package show that Rod Erickson of Young & Rubicam compiled for one of our meetings two years ago. Here they are, all 48 of them:

1. Media analysis for brand
2. Assignment of funds for tv
3. Talent search for tv programs
4. Reducing hundreds of availabilities to a handful
5. Negotiation of prices of prospective shows
6. Negotiation of network time for prospective shows
7. Researching histories (if any) of prospective shows
8. Researching time period history
9. Analyzing prospective shows
10. Product group meeting on prospective shows
11. Top agency executive meeting on prospective shows
12. Client meeting on prospective shows
13. Joint decision on single shows
14. Final negotiation securing program
15. Final negotiation securing time period
16. Drawing of legal documents
17. Clearing legal documents with client and talent
18. Planning commercial format
19. Planning show format
20. Writing commercials
21. Client and agency approval of commercials
22. Talent agency discussions on characterizations
23. Talent agency discussions on production details
24. Agency program and account viewing actual production
25. Production supervision of show
26. Supervision of film prints or kinescope
27. Producing commercials
28. Processing commercials
29. Integrating commercials in show
30. Integrating commercials in prints or kinescope
31. Researching show (NRI)
32. Special research (flow charts, audience jury tests, etc.)
33. Evaluating cost per thousand of show
34. Research sales effectiveness of commercials
35. Checking of cost of show
36. Representation in multiple union negotiations
37. Continuing network negotiation on costs and stations
38. Continuing use of research to improve show
39. Special top management spot checking of production
40. Daily handling of star temperaments, illness and emergencies
41. Continuing search for better properties
42. Checking of all scripts for client policy
43. Negotiation with networks for rebates, preemptions, etc.
44. Negotiation with networks for better time
45. Quarterly reviews of all phases of show with client
46. Research on summer policy
47. Selection of summer show or hiatus recommendation
48. Recommendations for following year

# DETROIT SALES ABOVE NATIONAL AVERAGE

**Despite newspaper shutdown, Motor City sales up 25% for week of Dec. 19-24 compared with 1954. Seventh Federal Reserve District was up 24% and U. S. up 21%.**

DETROIT department store sales for the week ended Dec. 24 showed a greater increase over 1954 sales than did the rest of the Seventh Federal Reserve District as well as the United States as a whole, according to the Federal Reserve Board's official report.

No major newspapers were published in Detroit during the four pre-holiday buying weeks.

Reserve Board figures show that Detroit's sales were up 25% for the Dec. 19-24 week, compared to last year. This compares with 24% for the Seventh District and 21% for the United States.

Detroit's department store sales rose 12% for the four pre-holiday weeks compared to 10% for the district and 8% for the nation. For 51 weeks of 1955, Detroit sales were 13% above 1954 compared to 8% for the district.

The Federal Reserve Bank of Chicago said the gains recorded by major cities in the Dec. 19-24 week "were remarkably uniform, varying from plus 24 to plus 25 for cities like Chicago, Indianapolis and others." Detroit's 25%-plus gain thus matches other major cities. The percentage increases were high, it was explained, because the week had one more trading day (Dec. 24) than the same 1954 week.

The four-week December period, with a 10% gain in the Seventh District, made it "the best Christmas ever experienced by midwest department stores," according to the board.

In a commentary on the Detroit newspaper strike, Radio Advertising Bureau said, "That dream of all retailers, the $1 million day, was scored three times in eight days by the downtown store of J. L. Hudson Co., Detroit's biggest department store and one of the nation's retail leaders." RAB added that Hudson "utilized radio to fill the breach at the rate of 800 spot announcements weekly."

## Biow-Beirn-Toigo Expected To Be Schlitz New Agency

LENNEN & NEWELL Inc., New York, and the Joseph Schlitz Brewing Co., Milwaukee, with an advertising budget of approximately $9 million, will terminate their relationship March 1. It is understood that Biow-Beirn-Toigo Inc. will be appointed as the new Schlitz agency. Although B-B-T executives had "no comment" when queried, it was reported that the agency had promised the client in Milwaukee to let Schlitz make the announcement, which is expected shortly.

Schlitz has been with Lennen & Newell for the past three and a half years and before that with Young & Rubicam. The firm sponsors *Schlitz Playhouse* on CBS-TV and currently is underwriting the program for the fourth successive year.

The firm had been the world's first in beer production for many years, with a total output of six million barrels a year.

Meanwhile, it was known that Biow-Beirn-Toigo and Jacob Ruppert Inc. (Knickerbocker beer and Rupppiner), with an advertising budget of $2.5 million, will end their contract effective at the same time. Ruppert is in the process of finding a new agency.

## COLORCASTING

**Advance Schedule Of Network Color Shows**

**(All times EST)**

**CBS-TV**

Jan. 3 (9:30-10 p.m.) *Red Skelton Show,* **S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks** (also Jan. 24, 31).

Jan. 7 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Jan. 14, 21, 28).

Jan. 14 **(9:30-11 p.m.)** ***Ford Star Jubilee,*** **"Blithe Spirit," Ford Motor Co. through J. Walter Thompson.**

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

**NBC-TV**

Jan. 2 **(12:15-1:45 p.m.)** ***Tournament of Roses Parade,*** **Minute Maid through Ted Bates.**

Jan. 3-6 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 12-13, 16-20).

Jan. 3-6 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Jan. 9-13, 16-20).

Jan. 9 **(7:30-9:30 p.m.)** ***Producers' Showcase,*** **"Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.**

Jan. 10 (8-9 p.m.) *Milton Berle Show,* **Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.**

Jan. 15 **(3:30-5:30 p.m.)** ***NBC Opera,*** **"Magic Flute," sustaining.**

Jan. 21 (9-10:30 p.m.) *Max Liebman Presents* "The Cat and the Fiddle," Oldsmobile Div. of General Motors through D. P. Brother.

**[Note: This schedule will be corrected to press time of each issue of B•T]**

## Hyde Joins McCann-Erickson

ANTHONY HYDE, executive director of the Tea Council of the USA Inc., New York, has been appointed staff vice president in charge of planning and development at McCann-Erickson Inc., New York, Marion Harper Jr., president of the agency, announced last week. The appointment is effective immediately.

## Mennen, K & E to Split

THE MENNEN CO. and Kenyon & Eckhardt, New York, announced last week the termination, by mutual consent, of their advertising agreement, effective next March 31. Mennen, it was understood, will be looking for another agency to handle Skin Bracer, Spray deodorant, and other items in the Mennen men's line

## Packard Clipper Ad Budget Emphasizes Local Radio, Tv

PACKARD CLIPPER Div. of Studebaker-Packard Corp. will boost its advertising budget for 1956 approximately 30% above that of last year, with "particular emphasis" on local radio and tv, it was announced last week.

A selling campaign for Packard Clippers will include spot tv as well as spot radio already reported for 50 major markets effective Jan. 16 [AT DEADLINE, Dec. 26, 1955]. Size or outlay for the television drive was not revealed.

Broadcast media thus are expected to receive more than the estimated $1.3 million reportedly allocated to network and spot for the 1954-55 season. Plans for the new selling program were revealed by Donald R. Stuart, division general sales manager, following a meeting of the company's entire sales force in Detroit.

## MBS Announces Campaign To Boost Drug Store Sales

A COMBINED agency-drug company-radio network campaign designed to bolster drug store sales has been launched in connection with the *Footnotes to Medical History* program which begins today (Mon.) on Mutual (Mon.-Fri., 10:15-10:25 a.m. EST).

Mutual, in cooperation with the National Drug Co., Philadelphia, and Pringle-Gotthelf Assoc., New York advertising agency, has mailed literature to 22,000 pharmacists and drug store owners throughout the country, calling their attention to the availability of the program keyed to drug topics. The radio show is being offered MBS for local co-operative sponsorship.

The *Footnotes to Medical History* show is prepared from medical, dental and pharmaceutical material documented by leading specialists, doctors, scientists and pharmacists, according to an MBS spokesman. Dan Rubin is coordinating the campaign for Pringle-Gotthelf and James T. Bollettieri, advertising director for the National Drug Co.

## Lockman Steps Up at Mogul

RICHARD LOCKMAN, vice president in charge of the drug, cosmetics and toiletries accounts, Emil Mogul Co., New York, has become a principal stockholder and elected a member of the agency's executive management group, Emil Mogul, president, announced last week. Prior to joining Mogul in the spring of 1955, Mr. Lockman was vice president in charge of advertising and sales promotion of Bourjois Inc. (perfumes), New York, and advertising manager of the Mennen Co., Morristown, N. J.

MR. LOCKMAN

## 'Game of Week' Adds Mennen

THE MENNEN Co. (toiletries), Morristown, N. J., will sponsor one-fourth of the professional basketball *Game of the Week* on NBC-TV, starting Jan. 7 at 3 p.m. EST. The purchase was made for aftershave lotion, Mennen spray deodorant, skin bracer, shave creams and shampoo.

# IN LOUISVILLE, WAVE RADIO IS *Going Places* and *Doing Things**!

## WAVE — DIAL 970

### WAVE's Dynamic New Radio Service For A Dynamic New Louisville!

WAVE's own exciting version of *Monitor* and *Weekday* — a co-ordinated group of programs that's heard nine sparkling hours daily. Hours filled with music, news, weather, sports, traffic reports, interviews and household tips. Hours skillfully blended with *Monitor* and *Weekday* to provide good fun, good company, good *listening* — from dawn till midnight!

## MONITOR

### The NBC Weekend Radio Service!

NBC Radio's versatile, weekend-long listening post that goes anywhere and everywhere for news, interviews, music, sports and entertainment.

## WEEKDAY

### NBC's New Radio Companion!

NBC Radio's new *Weekday* follow-up to *Monitor* — a fascinating flow of entertainment, service and news features . . . a personal, daily companion to the nation's housewives.

*Special Pulse Study in September, 1955 credited MONITOR (and WAVE) with the largest audience of the entire weekend in Louisville.

## WAVE LOUISVILLE

**5000 WATTS • NBC AFFILIATE**

NBC SPOT SALES
Exclusive National Representatives

# NBC-TV

BASIC NETWORK

in the rich market of

# RICHMOND

Petersburg and Central Virginia

# WXEX-TV

# THE ADVERTISERS IN 1956: THEY'LL BE SPENDING MORE

*RADIO as well as tv will receive greater revenues from national advertisers in the year ahead, Paul B. West, president, Assn. of National Advertisers, predicts. Agencies are playing an expanded role in advertising, along with the shift in our national economy from production to distribution, Mr. West says, but whether the traditional 15% commission on time and space is adequate agency compensation is something each advertiser and agency must determine for itself.*

**Q:** What do you expect the overall advertising expenditure will be in 1956?

**A:** I will go along with the general estimate of somewhat more than $9 billion.

**Q:** How does this compare with 1955?

**A:** As I understand it, this is about one-quarter to one-half billion dollars more.

**Q:** What is your estimate of the 1955 advertising expenditure in dollars?

**A:** You can figure that out from the first two questions, about $8.75 billion.

**Q:** What are the principal factors that lead you to expect the total to rise in 1956?

**A:** There is one all important factor. That is the logical and necessary switch in emphasis in our economy from production to distribution, from manufacturing to marketing. As Paul Mazur put it in his book, *The Standards We Raise*, ours is a *consuming* economy. I can think of no better illustration and dramatization of this than the new AAAA-ANA film, "Challenge to America." From the reaction to this film which was premiered at the annual ANA meeting, it is evident that the message which it projects will have far-reaching influence in 1956.

**Q:** With all other costs having risen over the years, do most advertisers regard the agencies' 15% as still being adequate?

**A:** The agencies' 15% "over the years" is, of course, also more. As to "adequate payment," I refer you to my statement, sent to all ANA member companies in December [B•T, Dec. 12]. It pointed out that adequate payment is a matter which the agency and client must individually examine and answer to their mutual satisfaction. The real question is: Does the 15% basis of compensation satisfy the present-day requirements?

**Q:** In what way have there been changes in the services that advertisers expect of agencies during the past few years; what new services are expected?

**A:** It is increasingly recognized that all the many aspects of marketing must be closely integrated. Accordingly, there is a strong trend to bring the agency in on matters beyond the creation and placements of advertisements and to seek their participation in sales promotion, market research, product design, packaging and in some cases, even pricing. In other words, all of the factors which comprise the modern day concept of creative marketing.

**Q:** Can any of these changes and new services be attributed to television?

**A:** In one sense, perhaps *yes*, as television provides a great new opportunity for advertisers to meet their market objectives.

**Q:** If so, which ones?

**A:** Specifics are difficult to select in this context. The agency's function has grown in all respects. However, to make sure a product design lends itself to television might be a good specific example. Obviously, product design is a question which must be solved at the outset. It therefore provides a valuable opportunity to bring together in the planning stage those who will make all later decisions directly bearing on the success or failure of the product in terms of the public's buying decisions.

**Q:** Do you have any estimate of the number—or percentage—of advertisers who now include tv-radio experts on their staffs?

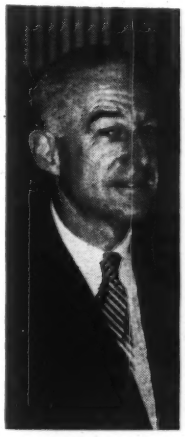
**A:** I have no such figures, but the use of tv requires increasingly large expenditures which dictate the need for an expanding knowledge by "experts" on the part of the advertiser and his agency.

**Q:** What other changes in management thinking has television caused?

**A:** Certainly an awareness that another powerful selling medium is available to advertisers and, because of the intimacy and impact of television, a sensitive measure of consumer reaction.

**Q:** Do you think that advertisers are "re-discovering" radio?

**A:** Yes, your figures so indicate—if you mean by "re-discovery" that advertisers are aware of the value of radio.



PAUL WEST

**Q:** Do you think the total radio expenditure will go up in 1956 (or down) and by approximately how much?

**A:** I think total radio expenditures will go up in 1956, but I'll pass as to the total.

**Q:** Do you think that television is apt to draw off some of the appropriations to other media in 1956? If so, can you estimate by how much?

**A:** In view of the great changes in the market-place, there will surely be some reshuffling of media schedules. However, it is clear that there will be more new money in time and space in '56, which is, of course, healthy provided the decision to spend more is soundly based. To answer your question to the best of my knowledge I must say *yes*, television "is apt" to draw off some appropriations from other media, but in turn, other media are "apt" to draw off some money from television.

**Q:** Which medium do you think will register the largest gain—in advertising appropriations—in the coming year?

**A:** I do not know. And I do not think it is very important as far as the advertiser is concerned. Each medium used by an advertiser is an integral part of his individual marketing mix. How he selects media depends on his own marketing objectives.

**Q:** Is there any particular industry that is apt to radically change its advertising budgets up or down in 1956?

**A:** I cannot think of an industry that might radically reduce its advertising appropriations in '56. And I think highly of the comment by James E. Robison, president of Indian Head Mills, who said at our annual meeting that the textile industry, the nation's third largest, was not plagued, as commonly argued, by over-production but by under-promotion.

# 1956 BROADCASTING REVENUE FORECAST AT $1.38 BILLION

**Consultant Richard P. Doherty, president of the Richard P. Doherty Tv-Radio Management Corp., cites the economic factors he believes will push radio-tv income to new highs. The big gainer will be television, he says, with radio falling off slightly from 1955. The following is his analysis, written exclusively for B•T.**

THE TOTAL 1956 revenue of the combined radio-tv broadcasting industry will rise some $250 million above the 1955 level of approximately $1.24 billion, itself an increase of roughly $200 million over the industry's 1954 revenue of $1,042,500,000.

Both radio and television broadcasting contributed to the 1955 increase. Radio broadcast revenues during the year experienced a cyclical upswing from the 1954 recession level of $449.5 million. In all probability, total radio broadcast revenues for 1955 will, on record, approximate $477 million, an increase of some 6% over 1954.

It should be borne in mind that 1954 was the first year in the radio industry's modern history that a revenue decline from the previous year was experienced. The significance of this point rests with the fact that radio is no longer immune to the cyclical ups and downs which are found in other relatively mature industries. Long range growth expansion with cycles of advance and contraction are the conditions under which radio operators will henceforth live.

In all probability, total radio broadcast revenues in 1955 will, on record, approximate $477 million, an increase of some 6% over 1954.

The 1956 pace of radio broadcast revenues will likely be between $475 million and $470 million, about the same or slightly less than in 1955. The determining factor will be the state of national business conditions.

In 1955, general business and radio business both expanded, from a 1954 recession low, at just about the same rate. In 1956, general business and radio business will likewise go hand in hand. For this reason, radio broadcasters should give full and careful attention to the general business picture.

The year 1956 will be one of divergent profit trends among individual radio stations; some will achieve new levels of revenues and profits, while others will only hold their own and some others will show added losses. In 1954, 30% of all am radio stations lost money, but in 1955 this condition improved, with only about 21-23% (estimate) of the stations operating in the red. For 1956 we judge that 25-27% of all am stations will show a net loss, depending on local business trends and upon station management skill and effective station promotion.

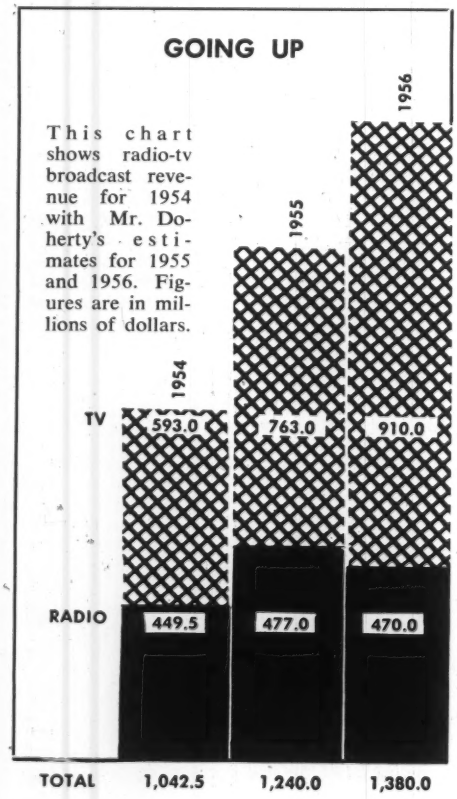
Television, on the other hand, still possesses such a strong inherent growth trend that it will move upward regardless of the 1956 cyclical characteristic of general business. It is our opinion that total 1956 tv expenditures will exceed $1.2 billion and the broadcast income (stations and networks) will be in the neighborhood of $910 million compared with an estimated total of approximately $760 million to $770 million in 1955.

*General Business:*

The business picture for 1956 indicates a slightly more prosperous overall year than 1955 but with a downward reaction setting in before the end of the year.

If 1956 were not an election year, we might well expect a minor recession to follow the exuberance of 1955. We have already generated basic economic forces which would tend to precipitate a downward cyclical correction. The big question is whether or not—and to what extent—political factors, easier money market conditions and tax reductions will offset the underlying recession-making forces. An even bigger question is whether governmentally engineered stimulants will have as much economic influence as the possible refusal of Eisenhower to run for re-election.

One cannot properly estimate future business trends without evaluating the present and past economic trends. Business cycles are generated by the interplay of many factors. The conditions of today and tomorrow are bred out of the conditions of yesterday.




Looking ahead to 1956 we must inquire into the economic trends which brought us to today's level and which underly today's economy.

1. 1954 was a recession year with a 9% decline in production, a 3% reduction in employment, a doubling in the 1.6 million persons unemployed in 1953, a decrease in corporate profits and a modest decline in national income.

2. 1955 was a year in which we bounced back. A year ago, we (along with the majority of business economists) forecast a 1955 recovery year with rising national income, higher employment, higher wages rates and weekly earnings, larger retail sales; in general we forecast a recovery to levels slightly better than 1953. All these forecasts, which we made a year ago, have come to pass but with larger margins of improvement than were anticipated. The projected cyclical recovery, in 1955, was substantially more vigorous than was expected. A very major factor to the 1955 exuberance was the strong confidence bred by the Eisenhower Administration throughout the great cross-section of the American public, with the possible exception of the agricultural economy.

1955 may be regarded as a year in which basic economic forces generated a cyclical recovery and Eisenhower confidence sparked added stimulation.

3. Incipient inflation showed itself in 1955. Stock market prices boomed; private domestic investment rose sharply over the 1954 level; wholesale prices (other than farm prices) moved up steadily in every month after May 1955; total bank deposits and currency rose during the latter half of the year; consumer credit persistently increased to higher levels; the rate of savings (percent of spendable income) declined and the money market tightened considerably.

4. 1955 was the best year in American labor's history; along with high wages, employment reached an all-time peak.

Wage rates rose 10¢ per hour (from $1.81 to $1.91) in manufacturing fields of employment while average factory workers' earnings per week rose from $72.22 to $78.69 with the work week moving from 39.9 hours to 41.2 hours.

Added to the average 10¢ hourly wage increase (approximately 5% over 1954) labor also obtained some 5¢ per hour in equivalent fringe benefits.

The total package of 15¢ per hour of wage and fringe gains exceeded the increase in productivity and thereby raised the "labor cost per unit of output." In this sense, we had inflation in 1955.

5. Consumers went on a spree and substantially added to their supplies of worldly goods.

(a) Personal consumption expenditures rose from the $236 billion level of 1954 to a $256 billion level during the third quarter of 1955 with the fourth quarter having all indications of being appreciably higher.

(b) Retail sales (seasonably adjusted) increased approximately 9% from the last quarter of 1954 to the current (last quarter) level.

(c) Some 7.5 million automobiles were

SPONSORS WARM TO AP
Because . . . it's better
*and it's better known.*

# "Very bad accident . . .

## . . . call you back."

**Case History No. 16**

Sarah Jane Moon had enough to keep her busy as sales director for KSFA, Nacogdoches, Texas, to concern herself with news coverage. So she paused only a moment on the studio's steps when an ambulance whizzed by.

But then another went by.

By the time she reached her desk she heard a third one zoom down the street. No one was in the studio except an announcer and a new employe in the program department.

She shoved aside a stack of paperwork and telephoned a funeral home. She learned an Air Force bus had crashed near the small community of Mount Enterprise. **"Very bad accident . . . boys badly hurt . . . some already brought to the hospital here."**

All lines to Mount Enterprise were tied up. At Cushing, a neighboring town, a funeral home confirmed the "bad crash," but said its ambulance driver was still out. The operator at a Cushing clinic said everyone was too busy giving emergency treatment to talk.

She tried a friend at the Cushing bank.

**"Yes, several . . . understand 15 servicemen . . . were injured. Some in critical condition. I'll get more details and call you back."**

Miss Moon called The AP's Dallas Bureau with the information she had.

"That's all right now. But I'll keep you posted," she said.

From another friend whom she had sent to the hospital, she learned that "one's dead. Five more in bad shape." Fifteen servicemen were aboard the bus.

She telephoned The AP.

Another call from her contact at the hospital. A second one had died.

She telephoned The AP.

Next, she interviewed the police and ambulance drivers for background. The servicemen were members of the Air Force base baseball team, headed for a game.

General Manager W. C. Fouts heard the bulletin over his station and hurried in to help clean up the story.

Through the full cooperation of Miss Moon and Mr. Fouts, KSFA's listeners—and AP members everywhere—had the story first, and complete.

**Sarah Jane Moon**
KSFA
Nacogdoches, Texas

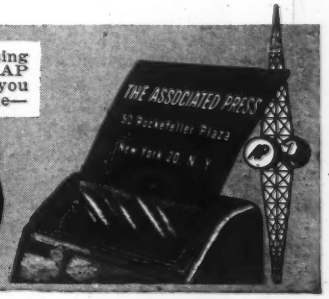
**W. C. Fouts**
KSFA
Nacogdoches, Texas

* * *

***Miss Moon and Mr. Fouts are among the thousands who make The AP better . . . . and better known.***


If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

**Those who know famous brands . . .**
**. . . know the most famous name in news is AP**



produced and sold—an all-time peak in one of America's basic industries.

(d) Consumer installment credit rose from $22.7 billion in 1954 to $27 billion currently, a new all-time high.

(e) Savings declined to 5.8% of disposable income as against 7.8% during 1951-1954; the reverse way of saying the same thing is that people spent an increasing share of their disposable income.

6. Stock prices, despite a few sharp breaks, continued their broad sweeping advance to levels substantially above 1954.

7. Bond yields (government and high grade corporate issues) moved quietly upward with slight declines during the latter part of the year as the money market tightened.

8. Industrial production experienced a very sharp recovery from the 1954 low—an overall rise of approximately 16% to date.

9. Manufacturing, wholesale and retail inventories edged steadily upward during the latter 7 months of 1955.

10. The agricultural segment of the economy lost further ground with both gross farm income and net income declining for the fourth consecutive year. During 1955 net farm income dropped to $10.7 billion against $12 billion in 1954, $12.3 billion in 1953 and $14.2 billion in 1952. The discrepancy between prices paid by farmers and prices received for agricultural products also widened thereby enlarging the dip in real farm buying power.

Ebb and flow fluctuations are characteristic of business movements. As our economy swings upward it tends to generate certain frictions which cause downward corrective movements. Historically, we have never experienced sustained periods of smooth, unbroken upward trends. Moreover, the sharper and more buoyant the advance the shorter it lasts before at least a minor downward correction takes place. Short cyclical recovery historically gives us about 15-18 months of recovery before a corrective recession sets in.

The magnitude and exuberance of the 1955 recovery and boom, matched against historical patterns, would lead one to the conclusion that the present prosperity momentum has already reached its peak and will lose its upward momentum by early spring of 1956. A slackening in the forward momentum would, moreover, generate corrective and cautionary measures which would cause a curtailment in activity.

Thus, our opinion is that the basic economic pattern for 1956 calls for: (a) a continued upward expansion, with decreased acceleration, during the first few months of the year; (b) a levelling-off period by late spring and/or early summer; (c) a moderate decline during the latter part of the year; (d) year-end 1956 business to be below the current year-end 1955 levels.

However, normal economic patterns can be affected by political policy and public psychology reflecting political action during an election year. Easier money market conditions, reduced personal taxes, a public highway program, etc., will undoubtedly come into being, during 1956, as part of a broad election year political policy.

Eisenhower, himself, is the most significant factor in 1956's business outlook. All economic manipulations by the Administration will likely be offset by President Eisenhower's decision not to run for re-election. The psychology of the businessman is a powerful business cycle factor. An Eisenhower decision not to run for a second term will, in our opinion, cause business activity to decline at an earlier date, and at a slightly sharper rate, than would otherwise occur.

Weighing all the pluses and minuses in the 1956 business picture, we arrive at the following general conclusions—and forecasts:

*General Business:* Taking the year as a whole, the general statistical level of business will be about the same as 1955; a few months of 1956 will be above 1955 but there will be months of decline below current levels; as the year progresses there will be definite indications of a cyclical downswing getting underway; the timing of the cyclical downswing and the extent to which it materializes, in 1956, will largely depend both on the influence of economic-financial measures originating with the government and on the impact of election issues upon business psychology.

## BACKGROUND

*OVER A PERIOD of many years, Mr. Doherty has participated in an Annual Business Forum with a group of prominent business economists including B. B. Smith, U. S. Steel Corp.; M. P. McNair, Harvard Graduate School of Business Administration; M. R. Gainsbrugh, National Industrial Conference Board; E. B. George, Dun & Bradstreet; A. D. Kaplan, Brookings Institution; Helen Slade,* The Analysts Journal; *N. N. Koffsky, U. S. Dept. of Agriculture; S. Fabricant, National Bureau of Economic Research; R. L. Reierson, Bankers Trust Co.; G. P. Hitchings, Ford Motor Co.; E. G. Nourse, former member, President's Economic Advisory Council; George P. Roberts, First National City Bank, New York; I. T. Ellis, E. I. du Pont de Nemours & Co. The conclusions presented in Mr. Doherty's 1956 Business Forecast are based upon his own analyses of American business trends against the synthesis of ideas expressed during the recent private meeting of the Annual Business Forum of Business Economists.*

DOHERTY

*Industrial Production:* We may expect a new historical peak in industrial production during 1956; the present index of industrial production will be surpassed slightly during a few months of 1956 but, likewise, there will be some 1956 months below the current (November-December) 1955 level.

*Employment:* Employment will not change much from current levels; moderate dips in production will be met by cut-backs in length of the work week from the present high average of 41.2 hours per week rather than by reduced employment; a rise of 200,000 to 300,000 in unemployment is expected.

*Retail Sales:* On a dollar basis, 1956 retail sales should be slightly above the 1955 composite year as a whole because prices will be up a bit and volume sales will run about the same as in 1955. Installment type goods could well decline moderately. During the early part of 1955, retail sales were approximately 3%, on the average, above the comparable weeks of 1954 but with rather wide discrepancies among the various metropolitan areas of the nation. Some cities have been experiencing declines over the same period of last year while others have shown increases. This is a tip that overall national retail sales are not universally advancing, as was true a year ago. Spotty "plus and minus" changes, among various city areas, will become increasingly evident.

*Auto:* 1956 auto production will be at the level of 7 million cars, possibly 6.5 million cars, as compared with 7.5 million in 1955.

*Construction:* New home building is already slipping down and will decline further in 1956; a revival of "easy home credit" may be expected as an administrative effort to support lagging home building.

The Administration also will provide a shot in the construction industry's arm by enacting a broad highway building program. However, the first effect will not be felt until the end of the year, or early 1957.

School construction and public building will continue to advance.

*Wages:* Union demands during the upcoming spring negotiations will be heavier than last year—total packages (including fringes) of 18¢ to 25¢ per hour will be proposed with negotiated settlements running at about 15¢-18¢ including 5¢-6¢ in fringe benefits. As the year progresses, union achievements will largely be in terms of 13¢ to 15¢ packages. The overall result will be an increase of 9¢-10¢ in average hourly earnings and an additional 5¢ in fringe hourly equivalents. Before the year is finished, average hourly wages of factory workers will equal, or slightly exceed, $2.00 as against the current level of $1.91 per hour.

Within this pattern, we shall find that skilled labor will increase its wage differential over semi and unskilled labor.

*Agricultural:* A further slip-off in agricultural income undoubtedly will take place in 1956; a total decline of some $700 million in net farm income will bring the 1956 level to approximately $10 billion.

*Prices:* The very quiet, persistent increase in retail prices will persist throughout 1956 with an expected overall rise of about 1%.

*Competition:* 1956 will be a year of greater competition among merchants and manufacturers alike. High levels of production coupled with fairly high inventories of goods and less buying will intensify competition.

*Advertising:* Total (all media) advertising expenditures will rise to a new historical high of some $9.5 billion. The principal factor in this rise will be enlarged advertising by national firms; local retail advertising will be about the same as in 1955 with changes, in individual market areas, following discrepancies in local business and retail trade activity.

# KLZ-TV FIRST AGAIN!

According to three nationally recognized television audience surveys, KLZ-TV is first in overall ratings and share of audience: American Research Bureau—November 6-12, 1955; Telepulse—November 1-7, 1955; American Research Bureau Telephone Coincidental—December 5-9, 1955.

## MOST COLORADO VIEWERS WATCH KLZ-TV

# MORNINGS
# AFTERNOONS
# NIGHTS

## ALL WEEK LONG !!

Equally important—more local and national advertisers spend more advertising dollars—for more KLZ-TV time—and get more results per dollar—than on any other Denver TV station.

## BUY SALES RESULTS...BUY KLZ-TV IN DENVER!

Your Katz man and I are anxious to tell you of the many exceptional sales results enjoyed by national and local advertisers presently using KLZ-TV. We believe we can assist *you*—too. Call one of us for these success stories and details of the above surveys.

**JACK TIPTON**
**General Sales Manager**

Represented nationally by The Katz Agency

KLZ TV Channel 7

CBS-TV IN DENVER

# Overnight Rating Test Is Success, Says ARB

EXPERIMENT in providing overnight, national ratings to sponsors and networks, conducted by the American Research Bureau on NBC-TV's *Babes in Toyland* show Dec. 24, was called a complete success last week by ARB officials.

ARB's research department began the study by selecting by the probability method 100 sampling areas about the country, representative of U. S. urban, rural and village homes.

Evaluation of the findings the next day showed that 91% of U. S. homes were within range of at least one station carrying the show and that of these, 35.5% were tuned to *Babes in Toyland*, giving the show a national area rating of 35.5% with 11 million sets tuned in.

Commenting on the study, ARB Director James Seiler noted, "This is the first time that a sponsor or network can get overnight a national reaction to their show. Up to this point studies of this type were available only in a selected group of cities. We are now planning to offer ARB's Overnight Nationals on special order to sponsors and stations across the nation."

# Nielsen Coverage Service Details Survey in Brochure

DETAILED specifications for Nielsen Coverage Service survey No. 2, with field work to be launched this spring and report delivery and servicing scheduled for early fall [B•T, Oct. 17, 1955], have been mailed by the A. C. Nielsen Co. to some 5,000 executives of radio and tv stations, agencies, advertisers, networks, and station representatives.

The brochure reports that NCS No. 2 offers "a comprehensive measurement of the daily, weekly and monthly audience coverage of radio and tv stations and networks. . . . Replaces all earlier studies. . . . Gives radio station management an accurate up-to-date yardstick for gauging coverage. . . . Gives tv station management its first nation-wide coverage measurement since the lifting of the 'freeze' in 1952."

"In addition to providing a measurement of coverage," the brochure continues, "it furnishes information on home set ownership, automobile radio ownership, out-of-home radio listening, out-of-home tv viewing, and other vital dimensions of these media."

Rates for tv stations range from $500 to $18,000 (before discounts) for complete service. For radio stations they range from $250 to $12,500. For agencies they may be as low as $250 for service on a single medium covering one or two states, while the maximum package of all data on both radio and tv ranges from $9,000 to $15,000 depending on discounts earned. Network prices require "specialized handling of re-combined station data" but quotations will be supplied on request, the brochure reports.

## Sweepstakes Winner

THE latest contender to win the 1955 Madison Ave. jargon sweepstakes, with the prize being "one big ball of wax," was Benton & Bowles Inc.'s "It's an annual tradition we started this year." Tradition refers to the Christmas Party televised Dec. 23 via CBS-TV from Ringling Bros. & Barnum & Bailey circus winter quarters in Sarasota, Fla., for B&B's client, General Foods Corp., White Plains, N. Y.

# LATEST RATINGS

## ARB

Top 10 Network Tv Programs
Dec. 1-7

| | | Rating |
|---|---|---|
| 1. | $64,000 Question (CBS) | 61.4 |
| 2. | Ed Sullivan (CBS) | 50.7 |
| 3. | I Love Lucy (CBS) | 46.6 |
| 4. | You Bet Your Life (NBC) | 42.1 |
| 5. | Disneyland (ABC) | 41.8 |
| 6. | Jack Benny (CBS) | 41.3 |
| 7. | George Gobel (NBC) | 37.0 |
| 8. | I've Got a Secret (CBS) | 36.0 |
| 9. | Perry Como (NBC) | 34.2 |
| 10. | Godfrey's Talent Scouts (CBS) | 34.1 |

| | | Viewers |
|---|---|---|
| 1. | Ed Sullivan (CBS) | 49,200,000 |
| 2. | $64,000 Question (CBS) | 43,750,000 |
| 3. | Jack Benny (CBS) | 39,370,000 |
| 4. | Disneyland (ABC) | 38,000,000 |
| 5. | I Love Lucy (CBS) | 37,940,000 |
| 6. | You Bet Your Life (NBC) | 32,260,000 |
| 7. | Perry Como (NBC) | 31,840,000 |
| 8. | Honeymooners—Jackie Gleason (CBS) | 30,220,000 |
| 9. | George Gobel (NBC) | 29,660,000 |
| 10. | I've Got a Secret (CBS) | 27,810,000 |

Copyright by American Research Bureau

## NIELSEN

Top Radio Programs
Two Weeks Ending Nov. 26, 1955

| Rank | Program | Homes (000) |
|---|---|---|
| Evening, once-a-week (Average for all programs) | | (786) |
| 1. | Dragnet (NBC) | 1,850 |
| 2. | Our Miss Brooks (CBS) | 1,711 |
| 3. | Edgar Bergen (Philip Morris) (CBS) | 1,665 |
| 4. | Two for the Money (CBS) | 1,619 |
| 5. | You Bet Your Life (NBC) | 1,526 |
| | Edgar Bergen (CBS) | 1,526 |
| | Godfrey's Scouts (Lipton) (CBS) | 1,526 |
| | Gunsmoke (CBS) | 1,526 |
| 9. | Godfrey's Scouts (Toni) (CBS) | 1,480 |
| | Gene Autry Show (CBS) | 1,480 |
| Evening, multi-weekly (Average for all programs) | | (832) |
| 1. | One Man's Family (NBC) | 1,619 |
| 2. | News of the World (NBC) | 1,572 |
| 3. | Lowell Thomas (CBS) | 1,480 |
| Weekday (Average for all programs) | | (1,341) |
| 1. | Young Dr. Malone (CBS) | 2,266 |
| 2. | Guiding Light (CBS) | 2,220 |
| 3. | This Is Nora Drake (Toni) (CBS) | 2,127 |
| | Perry Mason (Procter & Gamble) (CBS) | 2,127 |
| 5. | Arthur Godfrey (Kellogg) (CBS) | 2,081 |
| | Ma Perkins (CBS) | 2,081 |
| 7. | Road of Life (CBS) | 2,035 |
| | Helen Trent (Toni) (CBS) | 2,035 |
| 9. | Arthur Godfrey (Campana) (CBS) | 1,988 |
| | Arthur Godfrey (B.-Myers) (CBS) | 1,988 |
| Day, Sunday (Average for all programs) | | (555) |
| 1. | Woolworth Hour (CBS) | 1,480 |
| 2. | Galen Drake (General Foods) (CBS) | 1,017 |
| 3. | Robert Trout—News (10:00) (CBS) | 971 |
| Day, Saturday (Average for all programs) | | (740) |
| 1. | Gunsmoke (CBS) | 1,757 |
| 2. | Allan Jackson—News (1:00) (CBS) | 1,434 |
| 3. | Army-Navy Football Game (MBS) | 1,295 |

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## VIDEODEX

Top Ten Multi-Weekly Shows
Nov. 1-7, 1955

| Name of Program | % Tv Homes |
|---|---|
| 1. Mickey Mouse Club (ABC) | 16.4 |
| 2. Coke Time (NBC) | 15.9 |
| 3. News Caravan (NBC) | 14.5 |
| 4. Dinah Shore (NBC) | 14.2 |
| 5. Howdy Doody (NBC) | 13.8 |
| 6. Arthur Godfrey (CBS) | 13.0 |
| 7. Matinee Theatre (NBC) | 12.8 |
| CBS News (CBS) | 12.8 |
| 8. Ding Dong School (NBC) | 12.1 |
| 9. The Big Payoff (CBS) | 12.0 |
| 10. Art Linkletter (CBS) | 11.7 |
| Pinky Lee (NBC) | 11.7 |
| Tonight (NBC) | 11.7 |

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# Lieb to Kenyon & Eckhardt

JOSEPH C. LIEB, account supervisor, Biow-Beirn-Toigo Inc., New York, has joined Kenyon & Eckhardt, New York, as account supervisor on the Pepsi-Cola account. Mr. Lieb worked on the same account at BBT. Prior to that he was a foreign correspondent for *Parade* magazine in Europe and the Middle East.

## A&A PEOPLE

**Walfred C. Johnson,** formerly vice president and account executive, Needham, Louis & Brorby Inc., Chicago, to Henri, Hurst & McDonald Inc., same city, as vice president and stockholder in agency.

**Charles W. Alexander,** account executive, Hicks & Greist, N. Y., to Mohr Assoc., N. Y., as vice president. He will supervise electronics, savings and loan accounts.

MR. ALEXANDER

**Raymond A. Phelps,** space media director, Earle Ludgin & Co., Chicago; **Clifford R. Schaible,** account executive; **William S. Robinson,** research director; **Kenneth Mason,** account executive and **Edward C. McAuliffe,** copy supervisor, all appointed vice presidents of agency.

**John D. Wilson** appointed vice president and director, Erwin, Wasey of Canada Ltd., Toronto, Ont.

**Florence Johnson,** office supervisor, Foote, Cone & Belding, Chicago, retires after 49 years service. She started with agency in 1906 when it was Lord & Thomas.

**Robert T. Meyers,** merchandising manager, Pharma-Craft Corp., Batavia, Ill., manufacturers of Fresh deodorant and Ting antiseptic cream, appointed director of merchandising, Harry B. Cohen Adv. Co., N. Y.

**Jeanne Malstrom,** assistant timebuyer, Brisacher, Wheeler & Staff, S. F., named timebuyer. Before joining Brisacher, she was with Gillham Adv. Agency, Salt Lake City.

MISS MALSTROM

**Malcolm J. Harkins,** formerly market analyst, National Industrial Conference Board, N. Y., appointed head of research department, Gray & Rogers Inc., Philadelphia.

**Roger L. Hickok,** formerly assistant production manager, KOMA-KWTV (TV) Oklahoma City, to Brennan Adv. Agency, Houston, as account executive and copy writer.

**John Schell,** North American Newspaper Alliance, to General Foods, N. Y., in corporate press relations office.

**Jack McCormack,** director of advertising, Milgram Food Stores, Kansas City, to Charles W. Hoyt Co., N. Y., merchandising department, effective immediately.

**Eileen Moroney,** copywriter, Badger, Browning & Hersey Inc., N. Y., and **Ralph Morris,** formerly art director with Abbott Kimball Co. and BBDO, both N. Y., to Anderson & Cairns Inc., N. Y., in similar capacities.

...Reaching over
4 million people in
Northern California

*Now is the time for you to investigate her benefits!

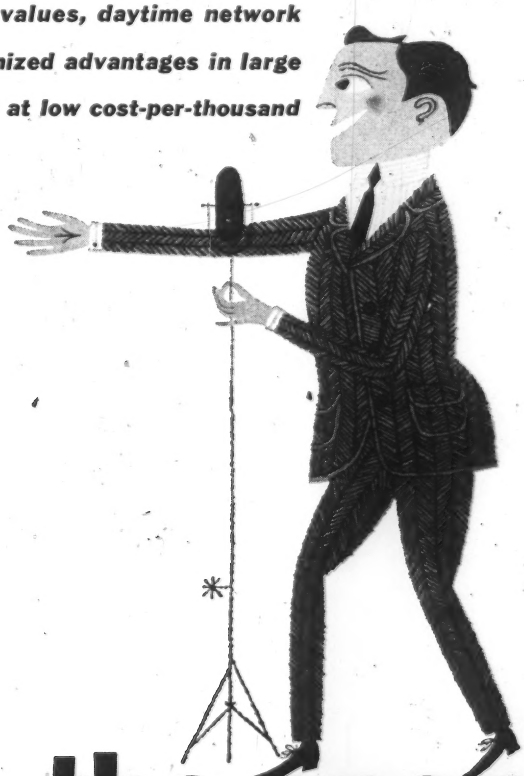
San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

*Represented Nationally by Free & Peters, Inc.*

No. 9 in the series, "What Every Time Buyer Should Know About KRON-TV"

# Back again...after a few

***"Lever Brothers Company is very pleased to make possible the return to radio of the 'Aunt Jenny' daytime stories. For 18 years Lever Brothers brought these stories daily to millions of American housewives and now, after a brief absence, 'Aunt Jenny' again will be a popular daytime feature on the full CBS Radio Network. In purchasing full network facilities for the return of the 'Aunt Jenny' programs, we recognize the solid job that daytime network radio has done for many years. And with its new values, daytime network radio offers recognized advantages in large audiences reached at low cost-per-thousand to the advertiser."***



# words from the sponsor

*"Aunt Jenny" returns to the nation's number one radio network to join all ten of the top ten daytime programs. Featuring stars of the stage and screen as well as the most accomplished performers in radio, the program resumes on Tuesday, January 3rd, 2:45 to 3:00 pm EST, and will be heard Monday through Friday on the full* **CBS RADIO NETWORK**

*now!*

CBS

RADIO

in the

TRI-CITIES

Johnson City
Kingsport
Bristol

*plus*

Elizabethton
Greeneville
Erwin

*plus*

wealthy suburban
and rural coverage
in 32 counties

*now!*

WJHL

Johnson City, Tenn.

is

CBS

RADIO

5000 w 910 kc

John E. Pearson Co.-Reps.



# $24 MILLION WORTH OF FILMS INVOLVED IN TRANSACTIONS

**RKO sells 740 features, 1,000 shorts to C&C Super Corp. for $15.2 million, biggest films for tv deal in history. UM&M is expected to buy $3.5 million worth of Paramount shorts. CBS negotiates for $5 million acquisition of Terrytoons.**

MOTION PICTURE industry's growing enchantment with television was underlined last week in three separate film-tv sales and negotiations involving almost $24 million.

The most spectacular development was the purchase by C&C Super Corp. New York, of the RKO Teleradio Pictures library of 740 feature films and more than 1,000 short subjects for $15.2 million, described as "the largest films for tv deal in history" [B•T, Dec. 19, 1955]. In the wake of this transaction was a report that Paramount Pictures Corp. was expected to conclude negotiations over the weekend with UM&M Inc., New York, for the purchase of Paramount's 1,600 short subjects for $3.5 million, and another report that CBS was in the final stages of a transaction with Terrytoon Inc., under which CBS would acquire the assets of the film animation company for about $5 million.

The sale by RKO to C&C Super, announced last Tuesday, was concluded with the transfer of $12.2 million in cash of the $15.2 million commitment by C&C Super to RKO Teleradio Pictures. Under terms of the contract, the buyer may lease the films for tv showing throughout the world and for motion picture exhibition outside the U. S. and Canada. Distribution of the films will be handled by a newly formed C&C Super Corp. subsidiary, C&C Television Corp., of which Matthew Fox is president.

### Immediate Release

Under the terms of the contract, about 80-85% of the RKO films will be made available immediately to stations throughout the country. All pictures comprising the block are at least three years old, as RKO had reserved the right not to release any of the films until they had been exhibited for three years in the U. S. through standard motion picture channels. When these latter films are released to tv, the $3 million remaining from the $15.2 million commitment will be paid to RKO.

Key negotiator for C&C Super Corp. was Mr. Fox, who is said to be the largest stockholder in C&C. RKO Teleradio Pictures was represented by Thomas F. O'Neil, board chairman, who is also board chairman of MBS and president of General Teleradio Inc. Last summer General Teleradio purchased RKO Radio Pictures from Howard Hughes for $25 million, thereby acquiring the film library and motion picture studios, in Hollywood.

In selling the RKO library, Mr. O'Neil retained the right for his company's tv stations in six cities to use all 740 films. RKO Teleradio also has the right to rent 150 of the films to a national advertiser for a one-time showing before they pass on to the C&C Television Corp.

RKO Teleradio was reported to be anxious to sell the film library for cash in order to use the money in producing tv films and motion pictures at RKO Studios.

It was understood that Mr. Fox had obtained a loan of $9.2 million from the First National Bank of Boston to help finance the RKO transaction. Mr. Fox announced that he also had sold his entire holding in United Artists Corp., which distributes Hollywood films to theatre exhibitors and finances film production.

One source estimated that Mr. Fox would have to spend at least $5 million more on the package, covering various union payments, print costs, and other expenses.

Although reports circulated that Mr. Fox had arranged for the sponsorship of some of the films by the International Latex Corp. on a lineup of some 150 stations, he insisted that he had not "sold anything to anybody." It was learned by B•T that Mr. Fox plans to sell the pictures to tv stations on a library basis "in perpetuity," and to launch an extensive advertising-promotion campaign to impress upon public and trade that RKO Radio means "excellent pictures for tv."

The films cover RKO's output for the last 30 years. Among them are "Citizen Kane," with Orson Wells; "Crossfire," with Robert Mitchum; "Hunchback of Notre Dame," with Charles Laughton and Maureen O'Hara; and eight musicals starring Fred Astaire and Ginger Rogers. Other Miss Rogers films in the package include: "Bachelor Mother," "Chance in Heaven," "Kitty Foyle," "Once Upon a Honeymoon," and "Having Wonderful Time."

C&C Super Corp. is headed by Walter Mack, formerly president of the Pepsi-Cola Co. Among its directors are William Zeckendorf, real estate operator, and Gen. James A. Van Fleet (ret.). Subsidiaries of C&C Super include Cantrell & Cochrane, manufacturers of the Super Coola soft drink; the Nedick's food chain, a rubber company and a power products company.

Though not approaching the magnitude of the RKO-C&C project, the Terrytoon and Paramount Pictures transactions, both virtually set, have significant implications in that they point up the interest in cartoons on tv. It is known that the success of the various Walt Disney properties, in addition to CBS-TV's upcoming all-cartoon series being produced by United Productions of America, has spurred tv desire for cartoon fare.

As currently envisaged, CBS would acquire from Terrytoon more than 1,100 cartoons, including "Mighty Mouse," "Heckle and Jeckle," "Dinky the Duck," and "Farmer Al Falfa," plus the merchandising-licensing rights to the characters, which are said to be highly profitable. Terrytoon was founded by Paul Terry in New Rochelle, N. Y., more than 25 years ago.

The transaction between UM&M and Paramount covers 1,600 film shorts including the "Betty Boop" and "Little Lulu" cartoons, musical films starring Bing Crosby and other singers, a Robert Benchley series, and a Grantland Rice sport series. The playing times of the films vary from seven to 22 minutes.

Both Charles M. Amory, president of UM&M, and a Paramount official reported that negotiations were "in the final stages" and that an announcement was expected to be made by the weekend.

## Albert Taylor to RKO

ALBERT B. TAYLOR, business executive in charge of special projects for CBS-TV in New York, has resigned to become executive in charge of commitments at RKO Studios, Hollywood, effective Jan. 9. In his new post, Mr. Taylor will be responsible for major star, director, writer and story commitments.

Keith Alderson (above) is Traffic Co-ordinator for Sportsvision, Inc., in Hollywood. He says,

## "I'm the Sunday morning quarterback!"

"When the final gun sounds on Saturday's football games," says Keith Alderson of Sportsvision films, "cameramen rush their film to us.

"By Sunday morning, we've got finished prints of Pacific Coast Conference games into the hands of the coaches. They call me their 'Sunday morning quarterback'!

"But that's the easy part of the job.

"By evening, we've edited all the games into three half-hour TV shows—Big Ten, PCC games, and the All American Game Of The Week. Out they go to 150 television stations for immediate showing.

"How do we do it? Air Express, across the board!

"Nobody else can meet our schedules. Yet Air Express saves us money! Austin, Texas, to Hollywood, for instance, costs $8.03 for 15 lbs. That's $1.68 less than the next lowest priced air service."

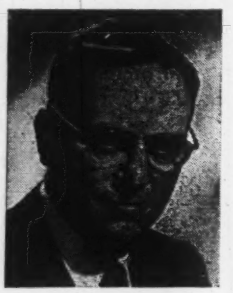
**Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

# FINESHRIBER NAMED TPA VICE PRESIDENT

WILLIAM H. FINESHRIBER Jr., former NBC vice president and before that in key executive posts with CBS and Mutual, is joining Television Programs of America tomorrow (Tuesday) as a vice president, according to an announcement being released by President Milton A. Gordon and Executive Vice President Michael M. Sillerman of TPA.



MR. FINESHRIBER

Mr. Fineshriber will direct sales in New York City for both national and syndicated film programs handled by TPA. In the new position he will report to Mr. Sillerman.

Coincident with Mr. Fineshriber's joining the company, New York City is being given divisional status in the TPA table of organization. The other divisions are the eastern, with Hardie Frieberg continuing as vice president in charge; the western, under Bruce Eells, vice president, and the midwestern, under Leon Bernard, manager.

A sales clinic also is being held by TPA in New York this week, Tuesday through Saturday.

Mr. Fineshriber resigned from NBC last March 1, giving up the post of vice president in charge of the radio network. He had joined the company as vice president and general manager in charge of the radio network in August of 1953 when it was established as an organization separate from the tv network.

# Guild Announces Plans For 1956 Production

GUILD FILMS Co., New York, plans to produce at least four, and possibly seven, new tv film program series during 1956, it was disclosed last week by Reub Kaufman, president, in a review of the company's activities during the past year.

Mr. Kaufman reported that Guild had produced a total of 260 tv program episodes during 1955. He pointed out that the company has a catalog of 11 program series, of which *Confidential File, I Spy, The Goldbergs, It's Fun To Reduce,* and the 15-minute *Frankie Laine Show* were launched during 1955.

Guild Films expanded into "kindred fields," during 1955 with the establishment of the company's commercial division. This unit, he said, has produced commercials and industry films for Guild Films clients, as well as for other agencies and advertisers.

Mr. Kaufman said that plans are underway to form another department to distribute films to educational and public service institutions. He added that this projected move is an outgrowth of "the flood of requests from many civic groups for films of *Confidential File* and the special Florian Zabach school film now being shown in New York City high schools."

Guild Films also is considering plans for coproduction in Europe and for the distribution of programs produced by other firms, according to Mr. Kaufman. He said the company's foreign sales division will be expanded to serve the growing market in Europe, particularly in Britain, where the *Liberace* program has been sold.

## Color Film Series Booked

FIRST film series purchased for use on a regular weekly color tv program is claimed for WNBQ (TV) Chicago. Station has purchased the *Judge Roy Bean* package to be shown each Monday evening in color on the *RCA Color Theatre* starting Jan. 2. The film currently is running in regular black-and-white in other station markets. *Theatre* is sponsored by RCA Victor and represents WNBQ's first regular weekly color tv programming push.

## Lange Appointment Expected At Kling Film Productions

APPOINTMENT of Harry W. Lange, now head of Sarra Inc.'s (film production) Chicago office, as executive vice president of Kling Film Productions, that city, is expected to be announced the next fortnight by Robert Eirinberg, president-owner of the parent Kink Studios Inc.

Mr. Lange, who has been associated with Sarra for more than 20 years, will join Kling sometime this month when his successor is chosen at Sarra. He will succeed Fred A. Niles, who has resigned and has announced plans to set up his own tv production firm [B•T, Dec. 19; AT DEADLINE, Dec. 12, 1955].

## INS' Cooper To Join CBS Newsfilm As Producer

JOHN M. COOPER, director of radio and tv news, International News Service, will join CBS next Sunday as producer of CBS Newsfilm, Sig Mickelson, CBS vice president in charge of news and public affairs, announced Thursday.

Also announced was the appointment of Bert Farrell, writer and producer at CBS since June 1954, as Mr. Cooper's assistant. Mr. Cooper will be in charge of newsfilm syndication production working under the direction of Howard L. Kany, manager of newsfilm, and will supervise the daily report of the syndicated service to more than 50 tv stations here and abroad from bureaus in New York, Washington, Chicago and Los Angeles.

## Official Sells 8 Films To Associated Tv, BBC

SALES amounting to more than $500,000 were made by Official Films to Associated Tv, London, and BBC over the past three weeks, it was announced last week by Harold Hackett, Official Films president.

Associated Tv, he said, has bought *My Little Margie, Cross Current, Overseas Adventures, Dateline Europe, Robin Hood* and *Scarlet Pimpernel.* BBC has purchased *My Hero* and *Colonel March of Scotland Yard.* Mr. Hackett said these sales make more than 500 half-hours of Official Films programming available to British tv.

### FILM PEOPLE

**Jules Power,** head of Jules Power Productions, Chicago, signed to produce Hartz Mountain Products commercials on ABC-TV's *Super Circus.* He formerly produced *Capt. Hartz and His Pets* on NBC-TV for same advertiser.

**Draper Lewis,** writer-producer-director for *Pulse,* WRCA New York show, signed by Audrox Productions to write screenplay, tentatively titled, "Angel With Cauliflower Ear."



## Columbia Records Reports 1955 Peak Year in Sales

COLUMBIA RECORDS INC., New York, had the largest sales volume in its history in 1955, equaling the levels of 1947, according to a year-end statement released last week by James B. Conklin, president. He attributed the sales record to "unprecedented diversification of products and activities," covering not only records but such items as phonographs and phonograph needles, tape recorders, the new "auravision" process and precision custom-molded plastic products for industry.

## Cooking Program Offered For Local Gas Sponsorship

A SERIES of 13 half-hour tv cooking programs, *The Dione Lucas Show,* sponsored last year by 84 gas utilities companies from coast-to-coast, will be offered once again on a free basis to gas utilities starting March 1. Production costs were paid by the Robertshaw-Fulton Controls Co., (automatic top burner controls), Greensburg, Pa., and sponsoring firms must pay for air-time on local stations.

Films are produced by the Arthur H. Modell Television Co., New York, independent tv film producers, in conjunction with Morey, Humm & Johnstone Inc., New York, Robertshaw-Fulton's agency, and the L. H. Hartman Co., New York, of which Mr. Modell is vice president.

## Trans-Community Network To Use ABC-TV Kinescopes

AN AGREEMENT under which ABC-TV will supply kinescopes of its programs to Trans-Community Television Network Inc. for use on its closed circuit tv "stations" in small communities across the country [CLOSED CIRCUIT, B•T, Dec. 26, 1955] is being announced today (Monday) by Ernest Lee Jahncke Jr., ABC vice president and assistant to the president.

NBC-TV was signed for kinescopes and filmed programs for T-C Tv Network last summer [B•T, Aug. 29, 1955].

The ABC announcement said that T-C Tv Network expects to introduce its television service—using closed circuit lines between its local studios and subscribers' homes—into 59 western communities during 1956, presenting eight hours of programming a day between 3:30 and 11:30 p.m. First city to receive the programming will be Cedar City, Utah, this month, according to the announcement.

## Hall to Skiatron Board

ROBERT A. HALL, vice president and advertising manager of Sarong Inc. (women's wear), New York, was appointed last week to the board of directors of Skiatron Electronics & Television Corp., creators of "subscriber - vision" system of toll television. Mr. Hall, who previously had been athletic director of Yale U. and chairman of National Collegiate Athletics Assn. television committee, will be available to Skiatron for talks before various groups on the value of pay television in the sports field.

MR. HALL

# A SINGLE STATION MARKET IN A SEVEN STATION AREA

PROVED BY PULSE . . . . THE DOMINANT MEDIA IN THE RICH 25 COUNTY "SOUTH-EAST ALABAMA MARKET". BUILT BY PROGRAM KNOW-HOW . . . POWER . . . SERVICE TO THE AREA

THE OLD ORDER CHANGETH . . .
Giving way to the new . . . combining . . . with television . . . a myriad of small markets . . . into a rich new single market completely covered and served only by WSFA-TV.

**SHARE OF AUDIENCE**

| (Area Pulse) | TOTAL WSFA-TV | TOTAL SIX TV STATIONS |
|---|---|---|
| 7 a.m.-12 noon | 77 | 23 |
| 12 noon-6 p.m. | 68 | 32 |
| 6 p.m.-11 p.m. | 64 | 36 |

**Your Message Will Be Seen More, Mean More, On . . .**

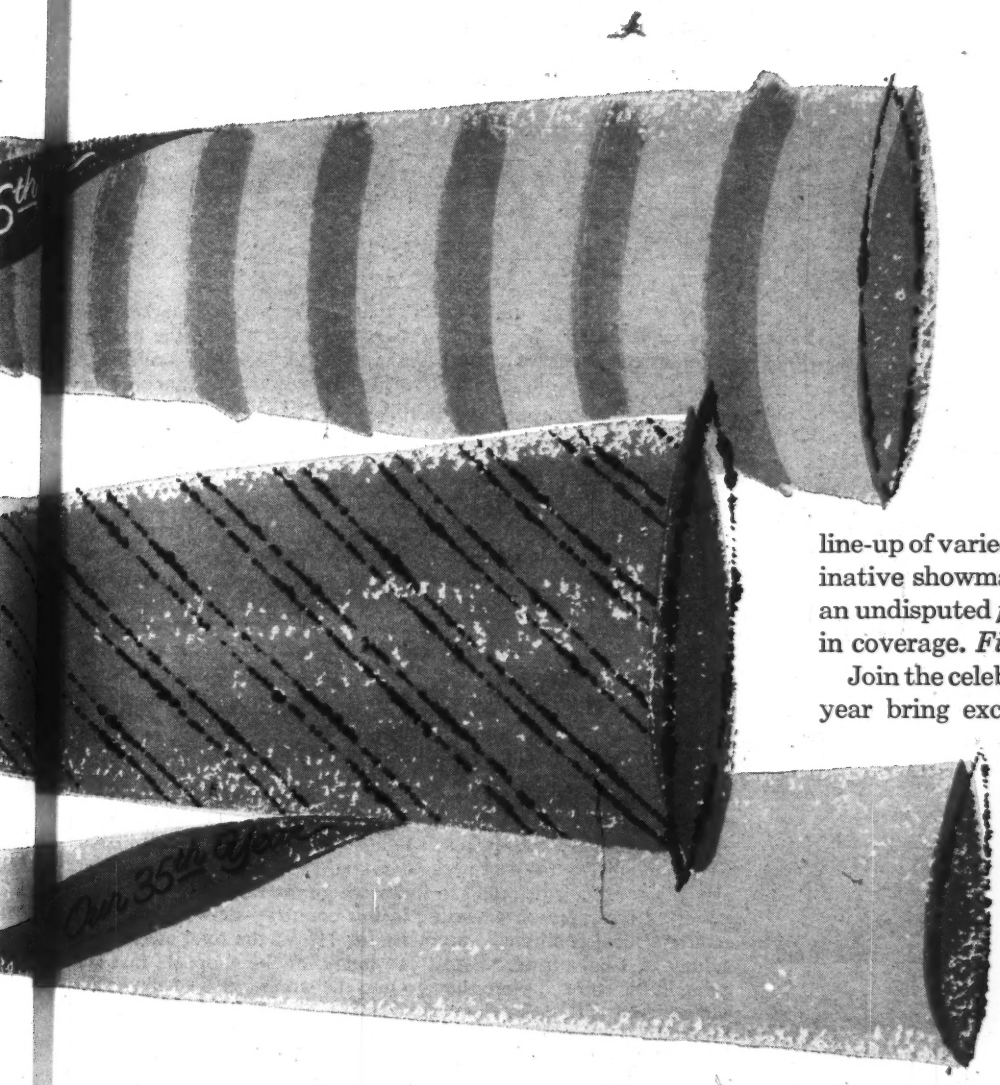
CHANNEL 12 WSFA-TV
Montgomery
ALABAMA

OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
THE FARMER-STOCKMAN
WKY. WKY-TV. WSFA. & WSFA-TV
Represented by THE KATZ AGENCY, INC.

# WBZ + WBZA

BOSTON SPRINGFIELD

*the Big PLUS+*




The excitement of New Year's Eve lasts all year long at WBZ+WBZA! *Especially* in 1956, our 35th anniversary year.

There's a gala array of popular personalities, a sparkling line-up of varied programs, and always the imaginative showmanship that make WBZ+WBZA an undisputed *first* in New England Radio. *First* in coverage. *First* in total audience.

Join the celebration. Let WBZ+WBZA's 35th year bring excitement to you and your sales. Just call Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670 —or Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.

# New England's most powerful voice for 35 Happy New Years!

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

| RADIO | TELEVISION |
|---|---|
| BOSTON—WBZ+WBZA | BOSTON—WBZ-TV |
| PHILADELPHIA—KYW | PHILADELPHIA—WPTZ |
| PITTSBURGH—KDKA | PITTSBURGH—KDKA-TV |
| FORT WAYNE—WOWO | SAN FRANCISCO—KPIX |
| PORTLAND—KEX | |

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

WBC

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIONS

KEVIN SWEENEY

# LET'S PUT AN END TO THE CIVIL WAR

*THE intramural struggle in radio, that is. Concentrate on fighting the medium's primary competition for the national spot dollar—newspapers, urges Kevin Sweeney, president of Radio Advertising Bureau. Despite an anticipated decline in general business next year, radio broadcasters should show a 10-to-15% gain over 1955, he avers, with most of it coming from local supermarkets, auto dealers, department stores and furniture and appliance chains.*

**Q:** What are the prospects for radio in 1956 as you see them?

**A:** Well, I think they're excellent. I think there'll be a very sharp comeback in network business. I think national spot is bound to grow, unless something happens to the automobile industry which is providing the big impetus. And of course local is gaining tremendously. The measure of how big we'll be in local is how well station management applies what it already knows to the sale of local advertising.

**Q:** As you see it, how does 1956 shape up businesswise in comparison with 1955?

**A:** If we have less than a 10% gain, I'll be surprised. Now keep in mind that everybody is counting on the slackening of total business volume next year. Automobile industry is gearing, I believe, for 15% less business, which is going to affect us materially. But despite that slackening off in business or equalizing of total business volume, I think radio is good for about a 10% gain. If I were operating a station, I would budget myself for a 10% to 15% gain and I would probably set it at 15% because I would expect to do a little bit better than the average.

**Q:** Do you have any figures on 1955 business?

**A:** Nobody knows precisely, yet, of course, but our best estimate is that spot amounted to around $130 million and local $370 million. We've made no estimate on network.

**Q:** Wasn't there an upturn in radio business about the middle of 1955?

**A:** It depends on how you look at it. For a great many stations there's been an upturn going back to the latter part of 1954. There's a tremendous diversity of experience among stations. But for most stations I would say that the last half of 1955 was up over the last half of 1954.

**Q:** To what do you attribute this?

**A:** Well, for some stations it's just the dumb luck of business being better and advertisers spending more. For other stations it's the culmination of several years of effort to improve their business.

**Q:** Is the business increase coming primarily from national business or local business?

**A:** The big increase in our business is where the big potential is, and that's locally. National spot has not shown as big a gain as local. Local business has gained until it is far and away the biggest part of our business. And it will continue to be so, because we've never realized our potential in that area.

**Q:** Where is most of that increase coming from?

**A:** The kinds of advertisers who are producing the big local increase, I would say, are four. Primarily it's the supermarket, the automobile dealer, the department store—because even the modest increases the department stores have given us have represented big gains for us because of the tremendous volume that they do in advertising—and I'd say the furniture and appliance chains.

**Q:** What fields is RAB concentrating on for '56?

**A:** We're concentrating on the local level on about eight classifications and at the national we're primarily strong in about six classifications. We're making our big effort in the first part of 1956 nationally on soaps, cigarettes, beer, major appliances, food products and drug products. On the local level, we're trying to funnel the efforts of our stations into what we consider the classifications most worthy of their attention. There are eight of them: appliance stores, auto dealers, supermarkets, furniture stores, clothing stores, drug stores, amusements and banks. They're the ones that represent three quarters of the total volume of newspapers.

**Q:** What can the broadcaster do to obtain a greater share of this business, national spot, for example?

**A:** Well, the national spot and local approaches are identical. The broadcaster has to look over the top of the trenches and see who is his enemy, if I can put it that way. He has to stop fighting a civil war. Now this is so old hat that I'm embarrassed at even bringing it up, but he ought to know where the business in his town is. If all the radio broadcasting in this country—network, national spot and local combined—accounts for 7% of the total advertising volume, I'll be surprised. And yet, today, of the shoppers that are going in the stores, before they go into the stores, 60% of their time will be spent with radio alone. So there's a disparity between the two figures. The broadcaster in order to improve his national spot standing has to do a job on what we call the local level decision-makers for national spot—the district managers, the wholesalers, the brokers, the zone managers of automobile companies. He's got to do the kind of a selling job there against the medium that currently has the business. In most cases, as far as spot is concerned, that's newspapers. He has to present to the people in the agency and to the advertisers—both at the national and the local level—the reasons for transferring the budget out of other media and into radio. When he does that there's no problem, but as long as he continues to try to steal from the guy in the radio business across the street he'll maintain about the same volume as he has now, if he's lucky.

**Q:** You think it's mostly newspapers?

**A:** Newspapers are our primary competition for the national spot dollar. We can compete very vigorously against television. Television's fundamental weaknesses in certain areas are now sufficiently apparent that we think they are worrying major advertisers. The day of the hypnosis is almost over; the television guys are considerably worried about the performance of daytime tv and there's a lot of billing there which in my opinion can be transferred to radio. But television's spot volume compared to newspapers' national volume is a drop in the bucket.

**Q:** Do you find that some station operators are not using all the materials available for them in building up their sales arguments?

**A:** This gets me no point, but the level of station management in

# True color... high definition

*yours with GPL's 3-Vidicon Color Film Chain*

*Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain recently developed by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy installation into your present monochrome film layout.*

*These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.*

**General Precision Laboratory Incorporated**

PLEASANTVILLE, NEW YORK

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this country is slightly less than that of the management of laundries and drive-in restaurants. There's no reason why it should be any better, perhaps, because of the licensing policy, which, as I understand it, doesn't require any experience. There's a station that is licensed; it's owned one-third by the town's undertaker, one-third by an engineering genius who happened to get in with the crystal set and one-third by the town's banker. They go out and hire somebody who once sold time for a radio station some place and he's immediately in business. Compared to the management of the newspaper in the town, it's very inferior. Now, I'm not meaning to imply that we don't have a second generation of broadcasting management in the country which I believe is superior to the management of any local publication in the country. But we also have a high quota of stupid people in our business.

**Q:** What can management do to lessen its stupidity quotient?

**A:** One of the things they ought to do first is read a book about how to manage a business. Anybody who operates a laundry knows that you've got to set the thing up with some kind of budget, but a great many of the radio stations in this country run without any concept of budgeting at all. They run without any concept of plan. The guys just come down to the office in the morning and open the mail and they go from there. They don't know what they're going to do tomorrow, much less have any plan.

**Q:** How could a station plan in order to get an increase in food and drug advertising?

### SPEND MONEY TO MAKE MONEY

**A:** One of the first things he has to do is to recognize a fact that every other business recognizes. That is that in order to get people to do business with you you've got to spend some money. He would have to say, "Now, I want food and drug business on my station. How do I influence these people? How many people are there? Who are they? When was the last time I called on them? What is my plan for calling on them? I can't influence them all together with my bare hands. What should I put in front of these guys? What will convince them? When do I make my call-back? How do I maintain my contacts in the meantime? What do I want out of these people? For instance, what did they spend last year?"

You ask the average station manager in this country what the expenditures by products for General Foods are in their town and they haven't the vaguest idea, yet it's a matter of public record. Media Records publishes every quarter exactly what each General Foods, Standard Brands, Durkee and Del Monte product spends in the market. You've got to know how much there is before you go out after it. That's one way you can do it and it's a pretty fundamental way.

I think the laundry operators probably do something like that. They know how much potential they ought to get out of each block and they send their route man out and they leave you a little thing on your door that says, "Would you please come to my laundry?" I just moved into a new apartment. Seven laundries solicited me. Some of them made intelligent solicitations. I would say that the laundrymen—and it sounds like I'm greatly in favor of laundrymen over broadcasters, but they made a more intelligent attempt to get my $75 worth of business a year than most broadcasters do on a new business account with a potential maybe a hundred times that great.

**Q:** What does RAB do for example in this particular field of food and drugs?

**A:** Well, we're doing something that's quite unique this year, we feel. At our NRAC meeting we put on a presentation for our members—we excluded everybody except members because we had some very rough things to say—and we listed the nine deadly sins connected with our failure in the national spot and network fields. One of the most deadly of course was this whole matter of influencing the local-level decision-makers of national business. Those guys right now are killing eight out of every ten national meal tickets. If we get past the plans board of the agency and get to the company, the home office executives will not attempt to sell a radio spot or radio network campaign to the field man because the field men are anti-radio. It's paradoxical that at the time when we're doing four times as much retail business as we were doing 10 years ago we have far less acceptance by field men and retailers.

So we are endeavoring to get our stations to do something about it, but we're going to go further than that in the 25 top markets of the country in the grocery and in the drug field. RAB is going to take on the job of being the catalyst, to get the station to do something, to provide the direct mail, to pay for some of the effort. We may put some of our people in the field in order to make sure that the brokers' associations and the wholesalers and the drug men in the area get the type of attention that they need, if we can't get the stations to do it.

**Q:** You were talking about newspapers a minute ago. To what extent have you hurt the newspapers?

**A:** In terms of total billing, I don't think we've done much more than a few gnat stings. In terms of the progress we're making, I think we can point clearly to 30 or 35 different spot campaigns that began this year in which we were the only factor that swayed the advertiser to go from newspapers to radio. I would say that there are possibly twice as many where we were a factor in it, but somebody else, a station or a spot representative, was possibly the main factor.

**Q:** Could you name one or two of those campaigns?

**A:** I think the Canada Dry business, which was placed in 25 markets, was developed purely on the basis of one of our men's solicitation in Boston, which broke up the newspaper campaign. We diverted the billing from newspapers there and the approach we made was intelligent enough in the eyes of the client and the agency that in market after market we were able to sway them. We have three or four General Foods campaigns that we've persuaded to make the switch. We just recently broke up the Penick & Ford newspaper business in all of New England and converted it to radio regional network billing. We think that within the next few days we will be able to convert a regional campaign worth $135,000 previously going to newspapers and tv to radio. We're just now beginning to get the momentum in our presentation of radio versus print media that it just takes you time to get. We've already made two sales for network radio out of magazines on the basis of a presentation which we have developed.

**Q:** Then the civil war against television is over?

**A:** No. That isn't the civil war I referred to. The civil war I referred to is radio stations fighting radio stations for a shrinking part of the business. Eight out of ten solicitations made by radio stations for national business are made versus another radio station rather than versus television or newspapers.

**Q:** Radio is still fighting television, then?

**A:** I think that the war between television and radio hasn't opened yet. But it will open just as surely as I'm sitting here. It's got to open. Television is a big competitor. Television is not trying to, but they've hurt us worse than anybody—except ourselves.

**Q:** You mean they've hurt you worse than . . .

**A:** The one who hurt radio most is radio. Radio has hurt itself more than anybody else has. If the guys in radio can't lose the business, television couldn't lose it for us. But there has been more direct transfer of funds from spot radio to spot television and from network radio to network television than in any other area. We have now stopped reeling and hanging on the ropes. We're now in a position where we can compete vigorously with television for billing in the very large area of medium-sized advertisers. I think television will find radio a very severe problem in the area below the Procter & Gambles and Lever Bros. and General Motors, the area where the advertisers still regard $1 million as a lot of money.

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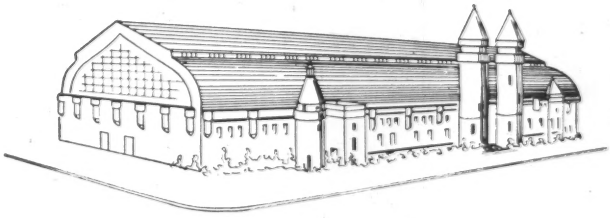

For the third year in succession, the great annual IRE Radio Engineering Show will open its doors to the industry for four spectacular days at the Kingsbridge Armory and Kingsbridge Palace in New York City. As in the preceding years, the Show will be filled to capacity with 704 exhibits and displays of the latest and newest developments in radio-electronics.

Is it too big? Not as a true representative of this giant industry. More than 200 papers presented by 22 Professional Groups at the Convention's 55 technical sessions are an accurate index to new research and development . . . and the 704 exhibitors represent about 80% of the productive capacity of the industry . . . not one whit larger than necessary to keep pace with electronic America today!

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**Over 700 Exhibitors will show all that is NEW in radio-electronic engineering!**

**THE INSTITUTE OF RADIO ENGINEERS**
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## NCAA Expects Approval Of 1956 Restricted Tv

RESOLUTION reflecting clear intent to continue football tv controls in 1956 is expected to draw few dissidents at the National Collegiate Athletic Assn.'s 50th annual convention in Los Angeles next week.

Groundwork for the fifth consecutive "national television program" was laid by NCAA's outgoing tv committee at two-day meetings in Chicago last November. Major opposition, if any, is expected to come from Big Ten, Pacific Coast Conference and U. of Notre Dame. A new television committee also will be appointed during the three-day conclave at the Statler Hotel, with the recommendation it study possibilities of delay, closed circuit and subscription tv.

The Big Ten has expressed satisfaction with the 1955 compromise national-regional plan, but will urge some form of relief on blacked out regional games, particularly those involving the state of Iowa (which embraces the Big Ten and Big Seven regions). It favors consideration of Iowa as "overlapping" to avoid controversies which arose last fall on blackouts and so-called unauthorized telecasts [B•T, Dec. 12, 1955]. Tv committee will meet Jan. 8 (Sunday) and Jan. 9. The group will be charged with planning the 1956 tv program.

E. L. Romney, Mountain States Conference, will report as head of the NCAA 1955 tv committee on its "conclusions and recommendations" which led to drafting of the resolution. The 1956 plan will be voted on in a mail referendum of two-thirds majority (of those voting).

## Grid Tv Inequities Outlined by NARTB

PROTEST against "organized restriction" of football broadcasting by the National Collegiate Athletic Assn. was sent to all colleges and universities last Tuesday by President Harold E. Fellows of NARTB [CLOSED CIRCUIT, Dec. 26, 1955]. NCAA's annual meeting will be held Jan. 9-11 in Los Angeles.

Terming NCAA's control "neither fair nor feasible," Mr. Fellows said the limits on football telecasting "in no way stemmed from any failure on the part of tv stations and networks to continuously and actively seek opportunities to present collegiate football games to the public."

The statement had NARTB Tv Board approval and was drafted following the recent meeting of the sports committee [B•T, Dec. 19, 1955]. It emphasized that the NCAA restrictions "deny the American people an opportunity to see as much telecast football as they want to see and deny the individual colleges and universities the right to make their own television broadcasting arrangements." He called on colleges to make available their games "to all people on an unrestricted basis."

NARTB indicated that experience last fall showed that while NCAA had promised to modify its plan to permit more regional games, the organization actually proved once again the unfairness of the restrictions.

NARTB does not object to "rights charges," Mr. Fellows said, but he condemned "a plan that derogates that opportunity, and thus forecloses broadcasters absolutely from bringing many games to the public."

He said NARTB has written statements from certain small colleges that show they do not seek NCAA's "protection."

"NCAA ignores logical geographical interest in the games of certain schools," he said, calling the policy inconsistent with academic policies of colleges. He voiced hope that NCAA at its upcoming meeting will approach the problem in a positive frame of mind.

## Sports 'Broadvising' Hit in North Carolina

"BROADVISING" of several North Carolina U. basketball games by WUNC-TV, educational station, has been protested by an advisory committee of the North Carolina Assn. of Broadcasters. The university plans to telecast the games without sound, with radio broadcasts supplying the play-by-play.

Allen Wannamaker, WBIG Greensboro, NCAB president-elect, described the project as "borderline competition with commercial radio." E. Z. Jones, WBBB Burlington, advisory committee chairman, announced after a meeting with university officials that the group would stand by its initial position in opposition to the procedure.

W. D. Carmichael Jr., NCU vice president and finance officer, wrote stations that the university "is determined to avoid competition with the commercial radio broadcasters." He said the silent telecast will include periodical showing of a slide stating that the listener must turn to his favorite radio station to get the play-by-play commentary. He said "members of the FCC have called it a most ingenious cooperative idea between education and commercial interest" and added that two Raleigh stations, WPTF and WRAL, along with numerous others were "enthusiastic" about the experiment.

Mr. Wannamaker told B•T the advisory committee "fails to see any connection between the televising of varsity basketball games and educational tv." He said endorsement of the university idea "might serve to indicate that radio must have a picture to do an adequate job." He reminded that viewers in some areas will have no nearby radio station carrying the sound "and radio will be blamed for the blankout of sound on these telecasts." He said the university has been "most cooperative in trying to work out a solution."

## Weaver Featured Speaker At NARDA Chicago Meeting

NBC Board Chairman Sylvester L. (Pat) Weaver is scheduled to address the convention banquet of the National Appliance & Radio-Tv Dealers Assn. in Chicago Jan. 16.

Tradeins and profitable promotions will be explored in opening day meetings Jan. 15, with Sol Polk, Polk Bros. stores, as one of the speakers. J. A. Milling, Howard W. Sams Co., will review servicing problems Jan. 16.

Top-level panel headed by Mort Farr, past NARDA president, will discuss color tv, transistors, radio sales and tv merchandising on the closing day, Jan. 17. Among participants will be Chris Witting, vice president of consumer

products, Westinghouse Electric Co.; Cliff Knoble, general sales manager, Raytheon Mfg. Co.; James M. Toney, vice president, RCA Victor; Dan Halpin, general sales manager, Westinghouse tv-radio division, and Bert Johnson, Graybar Electric Co.

NARDA will announce officers for 1956 and present its "salesman of the year" award at the banquet.

## TvB Names Abrahams Head of Retail Sales

HOWARD ABRAHAMS, for nine years with the National Retail Dry Goods Assn. and more recently with Amos Parrish & Co., advertising and merchandising agency, has been named director of retail sales for the Television Bureau of Advertising, effective immediately, TvB President Oliver Treyz is announcing today (Monday). [Also see interview with Mr. Treyz, p. 56.]

MR. ABRAHAMS

"Although television is now the No. 1 national advertising medium," Mr. Treyz said, "it is still far behind newspapers in local billings. One of the bureau's main activities in 1956 will be to concentrate on main street, where over 40% of all advertising appropriations are controlled.

With NRDGA, Mr. Abrahams was manager of that organization's sales promotion division and visual merchandising group. With Parrish, he handled promotions for several national manufacturers and large stores. He is the author of several books on merchandising and sales promotion.

## Voice of Democracy Contest Judges Announced by Secrest

TWELVE prominent persons will serve as judges in the ninth annual Voice of Democracy contest sponsored by Radio-Electronics-Tv Mfrs. Assn., NARTB and U. S. Junior Chamber of Commerce, according to James D. Secrest, RETMA executive vice president and chairman of the VOD committee.

Serving on the panel, which will pick four finalists from the 12 semifinalists, will be John Lester Buford, president, National Education Assn.; Mrs. Theodore Chapman, president, General Federation of Women's Clubs; Dr. L. R. Elson, National Presbyterian Church, Washington; Harold E. Fellows, NARTB president; Dave Garroway, NBC; John B. Gillilland, president, Parent-Teachers Assn.; H. Leslie Hoffman, RETMA president; Dr. Herold C. Hunt, undersecretary, Dept. of Health, Education & Welfare; George C. McConnaughey, FCC chairman; Hugh McKenna, president U. S. Jr. C. of C.; Henry G. Riter III, retiring president, National Assn. of Manufacturers, and Jackie Robinson, Brooklyn Dodgers.

The four winners of the contest will be given $500 scholarships at a Feb. 22 luncheon in Washington. All state and territory winners will receive tv sets donated by RETMA member companies.

## Annual Dinner Postponed By FCBA Until Jan. 27

ANNUAL dinner of the Federal Communications Bar Assn. was postponed from Jan. 20 to Jan. 27, it was announced last week, because of a conflict with the GOP-sponsored $100-a-plate Eisenhower dinners in Washington and throughout the country. Since this would preclude attendance of Republican FCC commissioners at Bar Assn. dinner, FCBA "continued" date for one week. Dinner will take place at the Mayflower Hotel, Washington.

On Jan. 12, FCBA will hear a debate on public access for radio-tv at judicial and congressional hearings between Ralph Hardy, CBS Washington vice president, for the affirmative, and Rev. Joseph M. Snee, S. J., Georgetown U. Law School professor, for the negative. The debate will take place at the monthly FCBA luncheon at Willard Hotel, Washington.

## ANA Appoints Winslow

RALPH WINSLOW, vice president and marketing manager, Koppers Co. (chemicals), Pittsburgh, has been elected treasurer of the Assn. of National Advertisers for 1956, succeeding George Oliva, marketing director, National Biscuit Co., N. Y., whose term expired last year.

## Tv Information Unit to Meet

TELEVISION Information Committee of NARTB will meet Jan. 5 at the association's Washington headquarters to plan a program of activities for 1956 and discuss work of the past year. Chairman of the committee is Jack Harris, KPRC-TV Houston.


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# TARGET FOR TELEVISION: NEW ADVERTISING MONEY

*TV'S HOPES for increased ad revenues in 1956 lies with bringing new expenditures into the field, not just stealing from other media, according to Oliver Treyz, president of the Television Bureau of Advertising. How much will 1956 tv billings amount to? He estimates $1.35 billion.*

**Q:** Do you have any estimate of what 1956 will look like for television billings?

**A:** We've been working on that, as a matter of fact, and for '55 the billings appear to be extremely close to what we projected last June, namely about $1,045 million for '55. That is the hard cash that advertisers invested in television. It's not only time, but it's talent and production above and below the line. Now that $1,045 million is 30% more than the revenue records and the advertiser investment records in television for 1954. And projecting the same 30% increment, which we believe to be sound—and of course 30% on top of $1 billion and $45 million is greater than 30% on top of what was done last year—we estimate that next year there will be invested in television on all levels—network, national spot and local, time talent and production—some $1,350 million.

**Q:** Do you have any estimates on time alone?

**A:** Of that $1,045 billion we estimated $692 million net, not gross, mind you, but net time costs, of which $312 million is network. We estimate that gross network facilities will run to about $400 million this year. This will be the first time in history it's hit that figure and that's not off by more than 4%, or 5%. PIB is in for the first 10 months and we're well over $300 million for them. If you project on out to November-December, you'll hit about $400 million gross, or net about $312 million.

Spot will net $235 million. Now, of course, that's before agency commission and before representative commission, but that's still net cost. Tv's local net will be $145 million. That's $692 million, all together. Then you have to add another $350 million invested by advertisers in production of spots, of programs and of local advertisers.

Now the research department of McCann-Erickson through a sampling of many programs and many spot campaigns has derived what it calls correction factors on talent and production and they estimate that to get the total amount of money which network advertisers invest in television, you have to increase net facility cost by 75%, net spot cost by 17% and net local cost by 59%. When those correction factors are applied to the appropriate segments of television expenditures, you add about $350 million to the $692 million and come to a total tv advertising bill of about $1,045 million.

**Q:** Have you had many advertisers or agencies ask about color?

**A:** Very few to date, although we anticipate a growing number of those questions. We think that color will be the real reason for a tremendous growth in the use of local television. We were talking about these television advertising expenditures. Of the $1 billion —and—$45 million that was invested in television this year, the vast bulk—$815 million—was national, which means that for the first time television is number one on the national advertising front. But locally it was $230 million. Now, if you take a look at newspapers, they did in 1955 an estimated $2.3 billion locally. In other words, on Main Street, U. S. A., newspapers outbilled television ten to one, although on Madison Avenue and Michigan Avenue, on the national front, for the first time, television outbilled newspapers this year by a significant margin, and that margin will grow.

Now, to carry the story of television to Main Street will be a main effort of TvB in its second year and in that connection we have appointed Howard Abrams who was with NRDGA [National Retail Dry Goods Assn.] for nine years as the sales promotion director of the trade association of the department store field and more recently with Amos Parrish, to head up a local retail department within TvB. He joined us about a week ago and as a matter of fact this constitutes the first announcement of his coming. He, of course, will study color. He has a great enthusiasm for color, thinks it's the key that will unlock a vast amount of local billings.

Howard is not an expert in television, but he is an expert in retailing and he knows department store executives from coast to coast by their first names. He has been setting up dates with department store groups for NRDGA Week which starts Jan. 9, and I've just been going through the cities that will be affected by these meetings that we're having in New York. For example, in a series of meetings with buying syndicates and groups of department stores for which we are now preparing a special presentation to be handled by Howard and myself, we will be talking to advertising directors and publicity directors of the major stores in such cities as Tampa, New York, Seattle, Miami, Boston, Wilkes-Barre, Scranton, Kansas City, San Antonio, Dallas, San Diego, Greensboro (N. C.), Tulsa, Syracuse, Rochester, Chicago, Detroit, Roanoke, Toledo, Birmingham and I could name many others.

The point is that through this kind of activity we can cover with economy of time and effort the decision-making people, without taking these time-consuming trips and setting up sales presentations in a whole series of cities throughout the country for which we do not have the manpower or the time. We will find what areas of development look best to us and concentrate on them and develop case histories and experience records which we will distribute to all our members so that TvB will enable our industry to get a bigger and bigger share of the vast amount of local billings in the country of which we now have a very tiny percentage. And we feel that color will be very important and will grow very fast at the local level in the years immediately ahead.

**Q:** In what areas, what product categories, has the Television Bureau been most successful in getting advertisers for television?

**A:** In the grocery field and in tobacco. We've concentrated on those categories and, as a matter of fact, this year we've concentrated on the national front rather than on the local front. This has been a year of getting organized and tooling up and zeroing in on a few specific areas and we have concentrated on the use of a general grocery products presentation which we've shown to about 75 national advertisers from coast to coast.

**Q:** Who are some of the advertisers that you have been primarily responsible for bringing into television?

**A:** I'd rather not answer that question categorically, because I think the privilege of a public answer belongs to those whom we have brought into television. In talking to our members, we have been definite about the specific advertisers that have come into television with more money as a direct result of TvB sales development efforts. But I'd like to confine my answer here to telling you about some of the advertisers on whom we called with this general grocery products presentation. They include some who have come into television and some who have not.

For example, there's the Clorox Chemical Co., Curtiss Candy Co., Monsanto Chemical, Montgomery Ward, Philip Morris, Sears, Roebuck & Co., Van Camp Sea Food Co., Regent Cigarettes, P.

Lorillard, Lever Bros., Colgate-Palmolive, Procter & Gamble, the California Fruit Exchange marketing the Sunkist products, Crown Zellerbach, and a whole host of advertisers on the West Coast.

We made a one-week visit to New Orleans, where we talked to all the advertisers down there, including the Wesson Oil and Snowdrift people. In many instances we have appeared before the presidents of companies and we've been very fortunate in certain cases to have the president convene members of the board so that we could give this general presentation to them.

I can tell you that conservatively the efforts of TvB, based on investment to date in this new organization of a little over $400,000 by the members, have resulted in new billings to television of over $7 million. That sum is derived from more than a dozen different accounts with appropriations ranging in size from a modest $10,000 for a test campaign in two West Coast markets to a campaign of a tobacco account which is pushing $3 million a year at the present time.

In calling on these advertisers we have not pulled together existing material and tried to present it in a new way. Rather we have gone to them with new, fresh information which specifically relates the characteristics and dynamics of television to the marketing problems of these advertisers with new research in which TvB has invested heavily. We find now that we are getting excellent reception.

**Q:** On what categories do you plan to concentrate most of your fire in '56?

**A:** Well, in '56 we're going to continue in the grocery product category because we haven't been able to cover it all. As a matter of fact, we've covered less than half of our real potential. I don't know if we ever will cover it all. We're going ahead into the life insurance field, where we think there is a tremendous potential for increased television billings.

We're going to work the automotive and the gasoline and the oil fields very intensively. We've already gone before the boards

OLIVER TREYZ

and presidents of certain subsidiaries of the Standard Oil companies and we plan to show the gasoline and oil and allied automotive fields that they can benefit through the use of television.

**Q:** Where is the extra money for television coming from?

**A:** The extra money for television is coming from increased advertising expenditures. It is not coming from other media. As a matter of fact, we think that television is responsible to a great extent for increasing the advertising appropriations in newspapers and in magazines. For example, if you go back just 10 years, advertising appropriations have increased from about $3 billion to $9 billion. That's an increase of $6 billion, and of that $6 billion of new money, television has managed to get $1 billion, as we've already mentioned, or about 11¢ out of every advertising dollar. Next year we estimate that television will go up about $300 million, but total advertising expenditures will increase by at least $1 billion. There was a recent *Wall Street Journal* study predicting that advertising appropriations next year will go up by at least $1 billion to the all-time record of $10 billion. So tv's money is really coming from new advertising appropriations and I can find no evidence that it constitutes a subtraction from money allocated to other media. True, in certain individual situations you will find an advertiser may have switched from medium A to medium B. But, strategically, I think that bureaus like TvB and all the other media bureaus perform their greatest service by increasing advertising expenditures in their media, not so much by taking what the other fellow has, but by increasing the size of the entire pie so that his own slice is automatically increased thereby.

Now, we believe—and we may be a little bit biased, but have a lot of evidence to indicate this and many advertisers feel the same way—that television more than any other medium has been a factor in increasing sales, which in turn increases advertising appropriations because advertising appropriations in any field bear a fixed established relationship to sales. We also believe that the sales results of television have created advertising budgets, the bulk of which have gone to other media. That's what I mean when I say in the strategic sense, the gains in newspapers which are being trumpeted in the daily press and the gains in magazines which are being heralded by the Magazine Advertising Bureau in a very real sense trace to the effectiveness not only of all advertising but also to this one new element which has been added to advertising, namely television.

## HOW FARES THE MEDIUM ADVERTISER?

**Q:** Mr. Treyz, are tv costs squeezing out the small to medium advertiser?

**A:** I don't know where you'd find any evidence of that, because through the years the number of advertisers in television has increased by leaps and bounds. In the spot field, for example, the number of advertisers—and I'm not talking about brands, I'm talking about advertising where Procter & Gamble for example would count only once—the number of advertisers increased from 530 in 1949 to 3,355 in 1955. Every year the figure has been larger than in the preceding year. On the network front, the number has grown from 71 advertisers in '49 to 255 advertisers in '55.

Here is a growth record which would indicate that the prognostication of those who said that a cost squeeze would force certain advertisers out of television was absolutely wrong. And of course the reason that it is wrong is that there never has been a cost squeeze in the true sense because the circulation delivered to these advertisers has increased greater than the investment. So the true cost, namely the cost of the viewer who is reached or of the circulation delivered, has gone down constantly with the fast growth of the medium.

I might say that in conjunction with the work that is being done on the spot report I found out this morning that thus far Rorabaugh has received reports from 182 stations in 138 markets which have already been forwarded to Nielsen in Chicago for processing and that in these 182 stations there have been found already 909 new spot accounts. Now, by new accounts here, I mean brands, not necessarily companies. And they involve some very important names, names like American Sugar, Wesson Oil and Snowdrift.

**Q:** To switch this just a bit, would you tell us, whom does TvB help the most, the agency or the advertiser?

**A:** Well, of course, we're in business to help the advertiser. The agency, however, is called on by us in the first instance, because we find that we can cover more advertisers by calling on their agencies and besides that's just good business. But our objective is the same as the agency's, to service the advertiser whose money is invested in our medium.

**Q:** Forgetting about costs for a moment, what is the main resistance you find to television from advertisers?

**A:** The main resistance we find is habit. Advertisers who through their history have been print-oriented are reluctant to go in a medium where their experience is small. There's a feeling on the part of some that their own inexperience constitutes a risk which might not be too sound for them to take. But through efforts of TvB and other factors in the industry that's constantly being worn down and it's becoming increasingly difficult to find any advertiser on the national front with products acceptable to television who's not using the medium.

# NBC-WESTINGHOUSE SWAP APPROVED; FCC STIRS JUSTICE DEPT. INTEREST

**Cleveland-Philadelphia exchange, long in abeyance because of WGR-TV Buffalo charges that NBC coerced Westinghouse into deal, gives the network KYW and WPTZ (TV) for WTAM-AM-FM and WNBK (TV) plus $3 million. Justice Dept. did not ask Commission to postpone action.**

THE FCC last week approved, six to one, an exchange of stations between NBC and Westinghouse Broadcasting Co. after the Dept. of Justice was understood to have begun preliminary investigation of the exchange.

It was learned that the FCC, following recently-established routine, submitted the case to Justice some time ago. Before the FCC decision last week, the Justice Dept. was said to have notified the FCC it was studying the case. In its notification, Justice made no request to defer action.

The NBC-Westinghouse deal saw the network's owned WTAM-AM-FM and WNBK (TV) Cleveland go to WBC and WBC's KYW and WPTZ (TV) Philadelphia go to the network. In addition WRC got $3 million.

The day after the U. S. Court of Appeals in Washington denied a request for a stay order against the consummation of the FCC-approved $312,500 purchase by NBC of ch. 17 WBUF-TV Buffalo, the network closed the deal. The stay was asked by ch. 2 WGR-TV Buffalo. The court denied the petition Thursday; NBC closed in Buffalo Friday.

The NBC-WBC swap—one of the largest in broadcasting history—erupted into one of the year's most mystifying performances when reports were publicized that NBC had bludgeoned WBC into agreeing to the exchange by threating to withdraw its affiliations from all WBC stations. This was made into a formal charge by WGR-TV, fighting the network's acquisition of WBUF-TV in Buffalo. It called from the FCC a McFarland letter asking for more information and an investigation by the Commission staff into this charge.

The FCC approval (Comr. Robert T. Bartley dissented, urging a full hearing on the pressure charges as well as possible monopoly, overlap and several other items) presumably indicated that no substance was found to the allegations. The majority's point of view was apparently expressed by Comr. John C. Doerfer who wrote a separate statement approving the exchange. Comr. Richard A. Mack concurred with Comr. Doerfer's statement.

Comr. Bartley declared that the NBC-WBC exchange "strongly" parelleled the motion picture anti-trust case which resulted in the divorcement of producers and their owned theatres.

Mr. Bartley said that the Commission's action may preclude other government agencies—the Dept. of Justice and the Federal Trade Commission—from dealing effectively with the monopoly or restraint of trade question if there was one.

Comr. Doerfer, in more than six single-spaced mimeographed pages, justified the Commission's approval. Gist of his statement was that NBC and WBC had exercised their "business judgment" in agreeing to the exchange. He said a complete disclosure of all the facts had been made, and no reason for delaying or refusing the transfers could be found. "All that could possibly be achieved by a formal hearing was obtained through the investigatory process," Mr. Doerfer said.

In answer to a comment of Comr. Bartley's that there might be changes made in network rules regarding ownership, Comr. Doerfer avowed "To withhold processing applications until all of the vague, undefined and diverse opinions of each commissioner are integrated into a rule or a decision is to graft upon the administrative process interminable delays. . . ."

Discussing the rumors of pressures by NBC upon WBC, Comr. Doerfer said that the wisdom of the two-year affiliation rule (put into effect in the FCC's 1941 network rules) was "now being put to the test."

He continued:

"If NBC had superior bargaining power in the instant case, it was because of the two year limitation. The expiration of the affiliation contract triggered the negotiations which led to the transfer . . . Admittedly the networks presently have the upper hand in the field of television. But with the rapid development in the art, this may soon change."

In acquiring KYW and WPTZ, NBC has realized a long time goal—to have its own radio and tv outlets in the home city area of its RCA Victor manufacturing plants across the river in Camden, N. J. KYW, founded by Westinghouse in 1922, is a 50-kw clear channel outlet on 1060 kc. Ch. 3 WPTZ began operating in 1941. It was established by Philco Corp. Westinghouse bought the NBC outlet in 1953 for $8.5 million.

WBC acquires 50 kw clear WTAM (on 1100 kc) and ch. 3 WNBK which started in 1948.

The consummation of the WBUF-TV purchase followed a last-minute court appeal to stay the effective date of the Commission's approval. WGR-TV, which requested the stay, urged that its position in the pending protest hearing before the FCC would be jeopardized if the sale went through. The petition for a stay was opposed by the FCC, WBUF-TV and NBC. The denial was unanimous by the three-judge court.

Argument on the stay brought charges by NBC that WGR-TV had threatened to wreck uhf in Buffalo. It was also developed that WGR-TV's NBC affiliation would run to August 1956.

A hearing on the WGR-TV protest against the sale is scheduled to begin Wednesday. However, it was understood this would take up minor details and that the meat of the hearing would commence Jan. 16. WGR-TV has issued subpoenas for Brig. Gen. David Sarnoff, RCA chairman; NBC executives Robert Sarnoff, Joseph Heffernan and Charles R. Denny, and Westinghouse executives E. V. Huggins and Chris Witting.

The hearing is the subject of an NBC appeal to the appellate court. The network claimed that WGR-TV has no standing and that its allegations are unfounded.

When the FCC accepted the protest, it refused to stay the effective date of the sale. This was on the ground that WBUF-TV would cease operating Dec. 31 unless the purchase was consummated. WBUF-TV claimed it was $300,000 in the red and could not continue.

With the acquisition of WBUF-TV, NBC finds itself the owner of its first uhf station. Designated for hearing on overlap and local monopoly isues is the network's $600,000 purchase of WKNB-AM-TV New Britain, Conn.

## Postponement

BOWING to a growing sentiment for a continuance of the deadline for counter comments in its television allocations review, the FCC last week postponed the deadline for replies from Jan. 6 to Jan. 20. Officially, the Commission granted the petition of Hometown Television Inc. (a group of small city tv stations, concentrated mainly in the New England area) for this move. More than 200 comments were filed at the first deadline Dec. 15 [B•T, Dec. 19].

## WRDW-AM-TV Purchase Goes Up for FCC Approval

APPLICATION for transfer of control of Radio Augusta Inc. (WRDW-AM-TV Augusta, Ga.) to Southeastern Newspapers Inc. *(Augusta Chronicle)* for $1 million [AT DEADLINE, Dec. 5, 1955], was submitted for FCC approval.

Sellers are Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, W. R. Ringson, and Allen M. Woodall. Mr. Maxwell and others in his family have stock interest in Augusta Newspapers Inc., Southeastern parent corporation.

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

# FCC Awards Ch. 7 To Evansville Tv Inc.

**Commission intermixes area where two uhf stations are operating. This is third such grant made in past month.**

AGAIN overriding the dissents of Comrs. Hyde and Bartley, the FCC last week made its third grant in an area proposed for deintermixture, by awarding ch. 7 at Evansville, Ind., to Evansville Tv Inc., and denying competing application of On the Air Inc.

In the forerunners to the Evansville decision, the FCC granted ch. 6 at Corpus Christi, Tex., to KRIS there [AT DEADLINE, Dec. 12, 1955], and ch. 3 at Madison, Wis., to WISC-AM-FM that city [B•T, Dec. 19, 1955]. Comrs. Hyde and Bartley issued dissents to both these grants.

Crux of the Evansville decision, the Commission ruled, was Evansville Tv Inc.'s superior integration of ownership with management together with the consideration that the grant would be in keeping with FCC policy of diversification of mass communications media. In all other respects, the Commission found the applicants to be closely matched.

The FCC found that Rex Schepp, majority stockholder in Evansville Tv, and who, with his wife owns controlling interest in the company, will serve as general manager of the proposed station. Mr. Schepp is a musician-entertainer and former majority stockholder in KPHO-TV Phoenix. In contrast, the Commission found that the only On the Air Inc. stockholder who would be engaged in the day to day operation of its proposed station would be Martin L. Leich, 1.24% stockholder, who would serve as general manager and sales manager.

As Evansville Tv Inc. holds no interests in any media and On the Air Inc. is a multiple station owner, a grant to the former would better carry out the diversification principle, the FCC said. On the Air Inc. is licensee of WGBF-WMLL (FM) Evansville and WTMV East St. Louis, Ill. It is also a sudsidiary of Curtis Radiocasting Corp., which controls other broadcasting stations.

In their dissenting statement, Comrs. Hyde and Bartley said their disapproval was in line with their Madison dissent. In the latter, they severely criticized the FCC grant as "untimely and ill-advised" in light of the Commission having under consideration overall allocations changes.

Both the Madison and Evansville decisions involved granting a vhf assignment to a market being served by two uhf stations. Evansville is served by ch. 62 WFIE (TV) Evansville and ch. 50 WEHT (TV) Henderson, Ky.

In a separate order the FCC denied petitions filed by WFIE, WEHT and now suspended WKLO-TV Louisville, Ky., which would stay the grant pending overall rule-making in the allocations scheme.

## WHOL Ordered Off Air

WHOL Allentown, Pa., was ordered by the FCC to cease operating as of Jan. 15 in line with a Circuit Court of Appeals decision upholding the FCC's grant of the 1230 kc facility to the *Easton Express* (WEEX-FM and WGLV [TV], both Easton, Pa.). The court ruled that a U. S. Supreme Court decision, reversing its objections to the grant to Easton, left it nothing to do but to certify the Commission's order [B•T, Dec. 26, 1955]. Circuit Judge David L. Bazelon dissented.

Last week, WHOL petitioned the appellate court to reconsider its decision.

Advertisement

From where I sit *by* Joe Marsh

## 4000-Mile "Cattle Crossing"

Our High School correspondent wrote in about a new project local students are taking up. It's a small—but well-planned—venture into international diplomacy.

*"We're going to use some of the proceeds from football and basketball games to buy a couple of heifers"—she writes—"and send them to some needy farm family overseas.*

"The folks who get our heifers will have to promise to give their first female calves to other deserving families"—the report continues—"so that the good work will go on and on."

*From where I sit, helping others to help themselves is always the best way. Both here and overseas, people should be encouraged to work out their own solutions—on how to make a living, on where to live, on what to eat, on whether their favorite beverage should be coffee, beer, soda water or what-have-you. That's the way we do things here in America . . . and it's not a bad idea to "export."*

Joe Marsh

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## THE POLITICAL YEAR

### Senate Radio-Tv Probe Will Begin Jan. 17

*(Continues from page 28)*

despite an understanding during hearings on the FCC study funds that the Commission and the Senate committee would try, insofar as possible, not to duplicate each other's work.

The reports made last February by Mr. Plotkin and Robert F. Jones, Republican counsel, have been the high points in the controversy arising in the industry and on Capitol Hill in the Senate committee's investigation.

Messrs. Plotkin and Jones both joined the committee as Democratic and GOP counsel in 1954 after Sen. John W. Bricker (R-Ohio) announced a full-dress investigation of tv networks and uhf-vhf troubles by the Senate Commerce Committee, of which he was then chairman under GOP control of Congress.

During progress of the Plotkin and Jones preliminary studies, the November 1954 elections gave the Democrats control of the new Congress and Sen. Magnuson ranking Democrat on the committee, became chairman for the 84th Congress, with Sen. Bricker remaining as ranking minority member.

Mr. Plotkin, a Washington radio-tv lawyer and former assistant general counsel of the FCC, recommended that the FCC consider selective deintermixture; that Congress eliminate the 10% federal excise tax on uhf tv sets; that networks set affiliation standards and the FCC review them; that networks be required to furnish programs to all tv stations; that option time be eliminated; that networks get out of the station representation business; that the FCC and the Justice Dept. report to the committee whether monopoly laws were being enforced and their opinions on the Plotkin recommendations, and that the FCC study line charges and multiple ownership [B•T, Feb. 7].

Mr. Jones, also a Washington radio-tv attorney and former congressman and member of the FCC, suggested that the Senate committee make further studies; that uhf be enabled "by law or regulation" to overcome "artificial and technical disadvantages" of the FCC's 1952 allocations plan (from which he dissented as an FCC member in 1952); that the FCC gather further technical data; that the FCC furnish additional financial data on stations and networks to the committee; that more of broadcasting's total revenues be channeled to smaller markets; that networks adopt a uniform affiliation policy; that the FCC establish uniform accounting procedures for furnishing more complete financial data to the committee, and that each station file information with the FCC on its measured coverage [B•T, Feb. 21].

Upon submitting their reports, both Messrs. Plotkin and Jones resigned. Mr. Plotkin's report, which received implied approval from Chairman Magnuson, was described by one source as spelling the "end of networks," if implemented. Mr. Jones' report, which was championed by Sen. Bricker, was looked upon as leading to a common carrier concept of network operation, with the FCC regulating networks and their rates. Sen. Bricker had precipitated the investigation in 1954 by proposing that networks be put under FCC regulation. A similar proposal (S 825) was introduced by him in the 84th Congress.

To replace Mr. Plotkin as Democratic counsel, Sen. Magnuson appointed Sidney Davis, who had figured in the Dixon-Yates contract hearings as counsel for the Senate Antimonopoly Subcommittee. Mr. Davis resigned at the end of July for health reasons and because of almost solid opposition to him by GOP members of the committee.

The Democratic counselship was left vacant until the appointment by Sen. Magnuson less than two weeks ago of Kenneth A. Cox, a Seattle attorney, to represent Democratic Senators during the tv probe.

Although there have been no hearings on tv networks and uhf-vhf troubles since those by its communications subcommittee headed by Sen. Charles O. Potter (R-Mich.) in 1954, there has been considerable activity through news conferences, hearings on FCC appropriations and other methods. Sens. Magnuson and Bricker held news conferences upon release in February of the Plotkin and Jones reports; the committee the previous fall had sent out questionnaires to the networks, the FCC and AT&T. The committee held conferences with tuner and set manufacturers on the possibility of producing uhf tv sets, and Sen. Magnuson appointed a voluntary group of engineers from the industry to study allocations problems. The Washington Democrat also has publicly expressed dissatisfaction that the FCC has not come up with a solution to uhf troubles. The FCC on Dec. 15 received comments from those who have an interest in its proposed rulemaking to consider allocations problems.

The 84th Congress, in its first session, failed to pass any major legislation affecting radio and tv, but hearings were held on several bills, which remain on the books for action during the second session.

New hearings also may be held on controversial issues such as the holdover bills in both houses to prohibit liquor advertising on radio and tv and in other media. A House Commerce Committee spokesman, however, said congressmen are going to be reluctant to hold new hearings unless sponsors of the bills come up with "something new and different." Congressmen feel that the overall problem involves not only liquor advertising, but also such things as the moral aspects of programming on radio and tv, over-commercialism and the like.

Although both Senate and House committees earlier held hearings on measures which, among other things, would raise the the legal limits on campaign expenditures by a national political committee from the present $3 million to $12.3 million, these issues are likely to cause more furor on Capitol Hill in this election year.

In 1955, proposals came from several quarters that stations and networks be required to give free time to candidates; that legal machinery be set up to allow stations and networks to present candidates on certain programs without being required to give "equal time" to fringe and minority party candidates; that the government buy time for candidates, and that U. S. citizens be solicited en masse, through various communications media, to contribute funds to the candidates of their choice.

Broadcasters may be expected to keep pressing for an end to House Speaker Sam Rayburn's ban on radio-tv coverage of House committee proceedings. A bill to end this prohibition was bottled up in the House Rules Committee in the first session.

Senate and House groups may be expected to continue their open (and closed) hearings on alleged Communist infiltration of radio, tv, other media and the entertainment industry.

Pending on the Senate calendar is a House-passed bill to amend Sec. 309 (c) "economic protest" provisions of the Communications Act. Both the Senate and House held hearings on this measure.

**THEY STARTED IT**

MR. PLOTKIN

MR. JONES

**As special counsel to Senate committee, they called for vigorous investigation.**

### Political Parties Readying Biggest Radio-Tv Campaign

THERE's a potential $4 million account coming up for radio-tv this year—and broadcasters aren't too happy about it. It is the $2 million earmarked for radio tv by the Republican National Committee and the $2 million goal sought for the broadcast medium by the Democratic National Committee.

Broadcasters aren't too happy about this windfall because the presidential campaign usually plays hob with commercial schedules, raises the spectre of libel suits (the Communications Act forbids broadcasters from censoring political speeches by candidates), and immerses operators in a sea of unreasonable demands for equal time.

That equal time provision is going to be hot this year. One political party plans to set up a corps of communications attorneys to advise national, state and local candidates of their rights in this respect, and also to act as liaison with the FCC on any such problems.

The $4 million account is only the sum for the national committees; there may be double that sum if a like amount is spent by the Senate and Congressional campaign committees of both parties, plus state committees and independent national committees. And if Congress lifts the $3 million ceiling permitted to be spent by national committees, the total may even double.

The national political campaign kicks off Aug. 6 with the Democratic National Convention in Chicago. It is followed Aug. 20 by the Republican National Convention in San Francisco. These will be covered by tv networks on a pool basis similar to the 1948 and 1952 conventions. Radio networks will also cover these conventions, and both media will treat them as spot news.

As in 1952, commercial sponsorship of the tv coverage will be permitted. The only limitations again will be that the sponsor must be acceptable to the political parties and that the commercials must be in good taste. Also verboten, as in 1952, will be commercial pick ups from the floor of the convention. There have been several suggestions for revising some of the other prohibitions and these are being discussed between network and party representatives.

But even before the conventions, there will be appearances on radio and tv of candidates for nomination. Although these problems are of short duration and minor compared to the impact of the 10 weeks of full campaigning, they do have their moments.

One of the latest involved the New York State Republican organization and WRCA-TV New York. Seems WRCA-TV has been giving New York Governor Averell Harriman 15 minutes one Sunday a month to "Report to the People." Since Mr. Harriman is an unavowed candidate for the Democratic nomination, and

since New York Republicans began to mutter, WRCA-TV last week arranged for the Republican majority leaders of the State Senate and Assembly to use 15 minutes each on successive months. The NBC station also provided New York Attorney General Jacob K. Javits, the only Republican in the state administration, with 15 minutes.

What have the national committees done to prepare for that active campaigning period which reaches its crescendo the two weeks before Nov. 6?

Both parties plan to lay out a time buying schedule much in advance of the actual campaign. This is because of the short campaign period—the shortest in the history of presidential elections—and the costly "privilege" of pre-empting time.

The latter probably has given the biggest shove to a rational, long-range tv time buying schedule. Last year, the GOP National Committee found that it had laid out $350,000 to NBC for the payment of talent and production charges for programs which were elbowed off their schedules by the GOP.

Already the GOP schedule for tv is set. Exactly what was bought and from whom cannot be revealed yet, but negotiations with the networks began last September. The Republican National Committee is using BBDO as its agency; the Democratic National Committee is still weighing the choice of an agency.

BBDO was the GOP agency in the 1952 campaign. Joseph Katz Co., Baltimore, handled the Democratic account in 1952.

Both parties are rooting hard for the acceptance of a suggestion that was made not long ago that would have tv networks sell 25-minute half-hours or 55-minute hours so that the unused five minutes in major shows in prime hours can be devoted to political campaigning.

### What Was Spent in 1952

More than $6 million was spent by all parties in radio-tv in the 1952 election. The Senate Subcommittee on Privileges and Elections reported that tv accounted for $2.9 million, and radio $3.1 million. In tv, the GOP spent $1.6 million; the Democrats $1.3 million. In radio, the GOP spent $1.8 million; the Democrats $1.3 million. These figures were released by Sen. Thomas C. Henning Jr. (D-Mo.), chairman of the subcommittee, after a questionnaire to all stations and networks.

The $2 million radio-tv figure, announced by GOP Chairman Leonard H. Hall, will mostly be spent on tv. Most of the tv programs will be short—30 minutes, 15 minutes and the 5-minute possibilities. Also on the schedule boards is a radio-tv spot campaign.

"Television will be the prime factor in the election of 1956," L. Richard Guylay, Republican director of public relations, told B•T last week. In 1952, he pointed out, there were 17.5 million tv families in the United States; in 1956 there will be 40 million.

Mr. Guylay also emphasized that there was a 50-million peak viewing audience for the 1952 GOP convention. In 1956, he figured, there should be a peak audience of 80-90 million people.

According to a survey made by the Republican party, newspapers made the most impact on voters in 1952; in 1956, tv should be the prime medium.

Not many weeks ago, the GOP chairman suggested that President Eisenhower could, if he chose to run again, wage a front porch campaign to be seen and heard by the whole nation —via tv.

The Democrats are lagging slightly behind their GOP opponents in establishing a radio-tv schedule. Primarily, this was explained, because they have not yet chosen an advertising agency. One will be announced in the near future, Samuel C. Brightman, Democratic director of publicity, told B•T last week. He also said that the Democrats plan to spend 35%-45% of all expenditures in television. The Democratic goal is $5 million for radio and tv.

As soon as an agency is appointed, Mr. Brightman pointed out, the Democrats will begin to buy time on radio and tv networks and stations. They plan to use short films and a spot campaign in both radio and tv.

For the national candidates, the Democratic committee hopes to use local "cut-ins" to permit state and local candidates to have their chance at the tv camera or radio microphone. The Democrats also hope to use, to a greater extent than before, regional networks.

The "Madison Avenue" influence has made a heavy impact on both parties. There have been various suggestions—mostly by Democrats —that something like The Advertising Council be established to plot the campaigns of each party. The latest in this vein was made by Sen. A. S. Mike Monroney (D-Okla.) last week.

Sen. Monroney suggested that the advertising agencies and both Republicans and Democrats think about establishing two rival task forces for the 1956 campaign. These special agencies would be staffed by advertising men working for the party of their choice, on leave from their regular berths, but they would continue to be paid their regular salary by their regular employers.

Unable to overlook a little political hay, the Oklahoma Democrat said that the nation's advertising industry "might want to hedge its bets" in 1956 instead of being "nearly 100%" for Republicans as it was in 1952.


WICHITA WINDY SCORES AGAIN!

NOVEMBER ARB SHOWS KTVH STILL NO. 1 IN THE BIG WICHITA AREA

Again, for the sixth straight survey, **KTVH** Letterman, Wichita Windy, plops 'em in the basket, and Channel 12 scores again as the dominant TV station in the Wichita area. November, 1955, ARB Scoreboard gives **KTVH** eight out of the ten top-rated shows. The **KTVH** Team guards your profits, plays "all over the court," carrying the ball for you into Wichita and 14 other Kansas communities.

*To Sell in Kansas, Buy* **KTVH**

KTVH
HUTCHINSON
KANSAS

VHF
240,000
WATTS

CBS BASIC

CHANNEL
12

*Represented Nationally by H-R Representatives, Inc.*

**KTVH**, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager*.

## Court Reverses FCC Beaumont Decision

BY a vote of two to one, the U. S. Court of Appeals in Washington reversed the FCC in in Beaumont-Port Arthur, Tex., ch. 6 decision and remanded the case for further hearing.

The court majority said that the Commission should have taken into account the prospective change in Beaumont Broadcasting Corp. ownership which occurred when an agreement was reached with W. P. Hobby *(Houston Post*-KPRC-AM-FM-TV Houston).

In mid-1954, the Commission issued a final decision, by a 6-1 vote, granting the vhf facility to Beaumont Broadcasting Corp. (KFDM Beaumont). Comr. Frieda B. Hennock, who retired June 30, was the lone dissenter. The FCC denied competing applications by the Enterprise Co. (KRIC-*Beaumont Enterprise* and *Journal)* and KTRM Inc. (KTRM Beaumont), primarily on the grounds of diversification of the media of communications. At that time, Gov. Hobby held an option to acquire 35% stock ownership of KTRM. KTRM had been favored by the hearing examiner.

Following the final decision, the unsuccessful applicants petitioned for reconsideration. Just before oral argument, an agreement was reached whereby Gov. Hobby acquired an option to become a 32.5% owner of the Beaumont Broadcasting Corp.'s tv station. He also loaned the company $55,000 which was paid to KTRM for expenses in connection with the comparative hearing, in exchange for which KTRM withdrew.

The FCC denied the plea for reconsideration on the ground that its reasons for the grant still stood. It refused Enterprises' request for a reopening of the record on the ground that the change in ownership of Beaumont Broadcasting had not taken place and thus Enterprises' request was premature.

The court majority held that the Commission should have considered the changed circumstances. "In determining whether that decision should stand it was timely to consider the agreement, if it should be considered at all in connection with the August 4 decision," Circuit Judge Charles Fahy wrote. He also said: "A shift in those interests among the parties to the comparative proceedings was a shift in the foundations of the August 4 decision." He was joined by Circuit Judge David L. Bazelon.

Dissenting was Circuit Judge John A. Danaher who adopted the FCC argument that until Gov. Hobby exercised his option, there was no change in the applicants' circumstances. The change in the ch. 6 station should be considered when the application for transfer is filed, he held.

## Hearing Ordered by FCC On Lebanon, Pa., Uhf Sale

HEARING into the purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. (WFIL-TV-*Philadelphia Inquirer*) was ordered by the FCC last week.

The Commission acted upon protests by Harrisburg and Reading uhf stations following approval of the sale last November [B•T, Nov. 5, 1955]. The Lebanon station, which is 52% owned by WLBR Lebanon and 38% by the *Lebanon News* ceased operation a year ago. Triangle is paying $115,000 plus assumption of obligations totaling $125,000.

Protests were filed by WHP-TV, WTPA (TV) and WCMB-TV, all Harrisburg and WHUM-TV Reading. The protestants were made parties to the hearing, set for Feb. 29, and ordered to bear the burden of proof. The issues raise questions of concentration of media of news, overlap, monopoly of broadcast stations, impact on local competitive positions, local service, and the effect of the transfer on uhf stations in Harrisburg, Reading and Lebanon.

In addition to the Philadelphia properties, Triangle also owns WNBF-AM-TV Binghamton, N. Y., and has pending before the FCC an application for approval of the $3.5 million purchase of WFBG-AM-TV Altoona, Pa. Triangle publishes *Seventeen Magazine, Official Detective, TV Guide, Morning Telegraph,* and *Daily Racing Form.*

### Lamb Deadline Extended

DEADLINE for exceptions to the Edward Lamb case initial decision—which recommended the renewal of the publisher-broadcaster's license for WICU (TV) Erie, Pa. [B•T, Dec. 12, 1955]—was extended last week by the FCC to Jan. 26. The extension was granted following a request by the Broadcast Bureau that the time for filing exceptions to the initial decision be extended to Feb. 6. Exceptions were due to be lodged against FCC Hearing Examiner Herbert Sharfman's opinion of Dec. 27. The initial decision held that Mr. Lamb had not lied when he said he was not a Communist and had not associated with Reds.

## McConnaughey Backs Hands Off Policy

BROADCASTERS received assurance last week from FCC Chairman George C. McConnaughey that he was still of a mind to let "the industries over whom the Commission has jurisdiction use their initiative and know-how to render the most public service with the least Government regulation and red tape."

In a year-end statement, made public yesterday (Sunday), the FCC chairman also told of the Commission's workload (430,000 applications, 850,000 incoming letters, 20,000 telephone and telegraph tariffs and reports, 500 hearings, nearly 100 court cases, and "thousands" of petitions and legal filings).

"In the past five years the Commission's workload has more than doubled," Mr. McConnaughey said. "Yet in fiscal 1955 it had to do the job with about the same money but with less personnel than it had in any year since World War II."

Mr. McConnaughey also declared that the Commission was again going to ask Congress to revise the 1952 McFarland amendment forbidding the staff to confer with commissioners on adjudicatory matters. And for a second time, the FCC chairman said, the Commission would ask Congress to revise the protest rule which requires that the FCC order a hearing where a protest is filed, and also to stay the effective date of the grant in question.

The year-end statement reviewed the problems of uhf-vhf tv, the consideration of subscription tv, the network study, and said also facing the Commission is "what to do, if anything, about community tv antenna systems."

## Examiner Reaffirms Ephrata, Wash., Grant

AN FCC hearing examiner last week upheld an FCC grant of ch. 43 at Ephrata, Wash., to Basin Tv Co., which Basin proposes to use as a satellite of KIMA-TV Yakima, Wash. In his initial decision affirming the grant, Hearing Examiner Thomas H. Donahue denied a protest by KSEM Moses Lake, Wash., which charged that the proposed satellite (KBAS-TV), among other things, might preclude the subsequent establishment of a local tv station at Moses Lake. KSEM petitioned the FCC last February asking that ch. 8 at Walla Walla, Wash., be reassigned to Moses Lake.

Basin Tv Co. is a subsidiary of Cascade Broadcasting Co., which operates ch. 29 KIMA-TV Yakima and its satellite, ch. 19 KEPR-TV Pasco, Wash. Cascade is permittee of ch. 3 KLEW-TV Lewiston, Idaho, which it also proposes to use as a satellite of KIMA-TV, and has an application pending for a Walla Walla vhf channel. Jessica Longston, principal KSEM stockholder, also owns KPUG Bellingham and KAYO Seattle, both Wash., and KBAR Burley, Idaho.

## Madison Uhfs Appeal FCC Grant of Vhf

SECOND appeal against the FCC's grant of a vhf station in a city where uhf stations are urging deintermixture was filed last week with the U. S. Court of Appeals in Washington. The appeal, and a request for a temporary stay, was filed by ch. 27 WKOW-TV and ch. 33 WMTV (TV) Madison, Wis. Object of the appeal is the FCC's Dec. 12, 1955 grant of Madison's ch. 3 to WISC that city [B•T, Dec. 19, 1955].

Two weeks ago, ch. 22 KVDO-TV Corpus Christi, Tex., filed a similar appeal and petition for a stay against the FCC's grant of that city's ch. 6 to KRIS there [B•T, Dec. 12, 1955].

Subject of both appeals is the Commission's denial of the uhf stations' petitions for deintermixture without reasons, allegations that the Commission was influenced by parties not involved in the individual deintermixture arguments, and the Commission's denial of the uhf

### BOXSCORE

STATUS of tv cases before FCC:

**AWAITING FINAL DECISION: 13**

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

**AWAITING ORAL ARGUMENT: 10**

Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

**AWAITING INITIAL DECISION: 5**

Boston, Mass., ch. 5; Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

**IN HEARING: 11**

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Sacramento, Calif., ch. 7; Clovis, N. M., ch. 12.

stations' petitions to intervene in the vhf cases.

Last November, the FCC dismissed all pending petitions for deintermixture. issued a notice of proposed rule-making to study the whole question of uhf and the principles of the 1952 Sixth Report and Order. The uhf stations also claimed that the vhf grants prejudice their comments in the pending allocations review.

## Court of Appeals Upholds FCC Petersburg Ch. 8 Grant

FCC's grant of Petersburg, Va., ch. 8 to Petersburg Television Corp. (Thomas G. Tinsley and associates) was upheld by the U. S. Court of Appeals last week.

In a short opinion, the appellate court held that the Commission had not ignored factors requiring consideration or acted arbitrarily in choosing between the applicants.

The appeal was made by Southside Virginia Telecasting Corp. (Louis H. Peterson and associates-WSSV Petersburg). The case raised the question of coverage among other things. Southside claimed it should have been chosen because it proposed to serve Petersburg and the area south of that city. PTC (now operating the NBC affiliated WXEX-TV in Petersburg) proposed to cover Petersburg and the area north, including Richmond, Va. The Tinsley interests own WLEE Richmond.

### GOVERNMENT PEOPLE

**Dr. D. Elton Trueblood** has resigned as chief of religious information for U. S. Information Agency. He will be succeeded by **Dr. Ronald Bridges,** Sanford, Me., educator.

# FOUR MORE UHF OUTLETS CALL IT QUITS

**KANG-TV Waco, after two years operation, points to shaky financial future. Others surrendering are suspended outlet in Portland, Me., and permittees in Lancaster, Pa., and Clayton, Mo.**

FOUR uhf stations gave up their grants last week—one of them, KANG-TV Waco, Tex., having been operating for two years.

KANG-TV, CBS-affiliated and operating since Nov. 1, 1953, on ch. 34, is chiefly owned by Mrs. Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson. Mrs. Johnson and associates bought the Waco tv outlet in December 1954, paying Clyde Weatherby $115,000 plus obligations of $19,000.

The Waco ch. 34 station has been operating at a loss for more than a year, J. C. Kellam, general manager, Texas Broadcasting Co. (licensee of KANG-TV), said in a statement last week. "Despite our best efforts," Mr. Kellam said, "we do not feel that the continued operation of the station can be carried on without incurring additional losses."

Mr. Kellam also announced that tentative arrangements were made to continue KANG-TV programs on ch. 10 KWTX-TV Waco, the ABC outlet there. It was learned that M. N. Bostick, KWTX-TV general manager, and Mr. Kellam visited CBS headquarters in New York two weeks ago and reached an understanding with CBS President Frank Stanton on CBS affiliation for KWTX-TV. It was further surmised that the transaction involved turning over the assets of KANG-TV to KWTX-TV in return for minority stockholdings in the vhf company.

Mrs. Johnson and her associates also own ch. 7 KTBC-AM-TV Austin, Tex.

The other three surrendering their permits are ch. 21 WWLA (TV) Lancaster, Pa., ch. 30 KFUO-TV Clayton, Mo., and ch. 53 WPMT (TV) Portland, Me. Both WWLA and KFUO-TV received their permits in 1953 but haven't gone on the air. WPMT began operation in 1953 but suspended operation.

Harold C. Burke, WWLA licensee—who was general manager of now dark ch. 58 WRTV (TV) Asbury Park, N. J.—said he had been unable to obtain assurance of a network affiliation, without which WWLA could not survive. WGAL-TV, on ch. 8 and NBC-CBS affiliated, is the only tv station in Lancaster.

The Lutheran Church-Missouri Synod, KFUO-TV permittee, said it could not risk entrusted capital while the future of uhf operation in the vicinity remains unclear. The church asked that it be allowed to vacate its permit without perjudice to future application or consideration.

WPMT, with one unsuccessful experience behind it, said it did not propose to apply for further extension of its cp and would let it expire.

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WKHM
JACKSON, MICHIGAN
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Now, you get more for your money than ever before! Now . . . get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where everybody likes News, Music, Sports.

## WREC-TV Begins Operations, Plans Future Construction

WREC-TV Memphis, Tenn., was scheduled to begin regular operation at 2:30 p.m. yesterday (Sunday) with signals emanating from a new transmitter building and an Ideco tower 1,349 ft. above sea level, Hoyt B. Wooten, owner, announced.

Studios for the ch. 3, 100 kw CBS affiliate are located in the Peabody Hotel, with plans for new studios to be ready by June. When completed, the overall investment in WREC-TV will reach three-quarter million dollars.

Signals are sent from the studios to the transmitter over a dual microwave system, insuring continuous operation in case one system fails.

ARTIST'S CONCEPTION of WREC-TV Memphis' new transmitter building, emanating 100 kw power for the new CBS affiliate which began commercial operation yesterday (Sunday). New studios also are planned.

## Staff Changes Announced For Rounsaville Stations

STAFF CHANGES at radio stations owned by Robert W. Rounsaville were announced last week by Mr. Rounsaville.

Arthur Selley, manager of WWOK Charlotte, N. C., will become general manager of WLOU Louisville, Ky., replacing Lee R. Smith, who will go to Atlanta, Ga., as national sales manager for the Rounsaville organization.

William Wagner, WWOK managing director, will become manager of a proposed Rounsaville station in Jacksonville, Fla., contingent on FCC approval of the grant, and Carter Jones, from WWOK, will be assistant manager of the proposed Florida station.

Gill-Perna Inc. was announced as national representative for all Rounsaville stations.

## Ekberg Appointed Gen. Mgr. In KFYR-AM-TV Changes

WILLIAM A. EKBERG was appointed general manager of the Meyer Broadcasting Co. (KFYR-AM-TV), Bismarck, N. D., in one of several changes announced last Wednesday by F. E. Fitzsimonds, executive vice president.

Others were Cal Culver and Robert MacLeod, manager of the television and radio operations, respectively; Larry Kindle and Donald McLean, tv and am program directors, respectively, and Don Birch, assistant chief engineer. Mr. McLean retains his position as music director for both stations.

Other administrative personnel include A. L. Anderson, tv sales manager; Elizabeth Roether, treasurer-office manager; Jack Swenson, news and promotion director; Ivan Nelson, chief engineer, and C. F. Dirlam, tv film director.

## MEETING LAW APPLIES TO RADIO-TV, STATE SAYS

**Washington attorney general rules electronic media have same rights about covering public affairs as are applicable to printed media. He also cites benefits accruing from informed public.**

OPENING of public meetings in the State of Washington to radio and tv coverage could lead to "a better informed public" and encourage public officials "to become better informed on the factual basis of their decisions," according to a formal ruling by Don Eastvold, state attorney general.

Handing down a formal interpretation of the 1953 open meeting law in reply to a request by Rep. Jeanette Testu of Seattle, Mr. Eastvold confirmed his earlier informal decision [B•T, Dec. 26, 1955]. The earlier ruling came after KING-AM-TV Seattle had been refused access to a meeting of the U. of Washington board of regents, but had been allowed to operate from an anteroom through an open door.

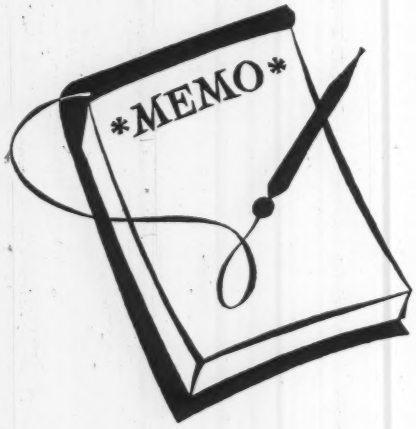
"Radio and tv have been instrumental in instilling in the public a greater awareness of governmental problems," Mr. Eastvold said in citing the power of a free press in promoting good government. The 1953 law, he recalled, was designed to stop the practice of making decisions at meetings held without the knowledge of the public.

Pointing out the law requires that newspapers, radio and tv must be notified when meetings are to be held, Mr. Eastvold said, "Manifestly it would serve no useful purpose to require notices to be sent to the several communication media unless an opportunity is afforded to attend and to utilize communication equipment. We believe a legislature must have intended that these public meetings be open to television camera crews, radio sound equipment technicians, newspaper reporters and photographers on an equal basis."

Mr. Eastvold cited legal basis for the view that failure to comply with public notice provisions could render an action void.

He conceded that compliance offers problems, and added that radio, tv and press "have an obligation not to hamper the deliberations. Interference with the orderly conduct of the meeting need not be tolerated. Some space should be reserved for board or commission members to consider items on the agenda.

"We feel certain, however, that these problems can be resolved to the mutual satisfaction of both the public officials and the news gatherers. We cannot believe that an expanded coverage of important public meetings will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make public service less inviting."

His ruling added, "We conclude that press, radio and television people are entitled to cover open public meetings on an actual basis. The chairman has the right and duty to preserve order. We sincerely believe that the working press and broadcasters will regard this right of covering newsworthy meetings as a privilege worthy of preserving."

Mr. Eastvold noted a tendency of public groups to delegate powers to agencies and commissions and observed that they are entitled to closed executive sessions. He declared final action must be taken subject to the presence of radio, tv and press.

## N. C. Judge Reverses Stand, Denies Tv Trial Coverage

DECISION of a North Carolina Superior Court judge to allow picture coverage of a kidnaping trial by WTVD (TV) Durham, N. C., was reversed after the defense attorney had protested. Jack Williams of WTVD had originally obtained permission from Judge Leo Carr to photograph the trial.

Judge Carr conceded a trend toward news pictures in courtrooms has developed in recent years. He withdrew permission for coverage but declined to rule on whether the interest of defendants would suffer because of tv coverage. Defense counsel had said publication of pictures would harm the defendants.

## WFAA-TV, KRLD-TV Begin Joint Tower Operation

WFAA-TV and KRLD-TV, both Dallas, put their joint tower into operation Dec. 23, giving the stations coverage of 42 Texas and Oklahoma counties containing 2,272,600 people with 552,740 tv sets.

The stations' antennas are mounted in a candelabra arrangement 75 ft. apart on a triangular platform atop the tower [B•T, Nov. 19, July 25, 1955], reaching an overall height of 1521 ft. The joint operation was designed by RCA.

## KGAN Kingman, Ariz., Sold

KGAN Kingman, Ariz., has been sold by J. James Glancy to Wallace E. Stone and John F. Holbrook for $25,000, it was announced last week. The ABC-affiliated station (250 w on 1230 kc) was sold for no down payment and a percentage of the gross. Mr. Stone is a Standard Transcriptions salesman. He has been an executive of KILO Grand Forks, Minn.; KWOA Worthington, Minn.; WMIT (FM) Winston-Salem, N. C., and WITV (TV) Fort Lauderdale, Fla. Mr. Holbrook is a Hollywood freelance radio-tv announcer.

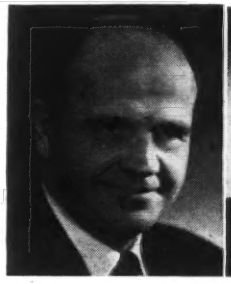
## WPAY Sold for $140,000

SALE of WPAY Portsmouth, Ohio, by Brush-Moore Newspapers Inc. to Paul F. Braden for $140,000 was announced last week. WPAY is CBS-affiliated, operates on 1400 kc with 250 w. Mr. Braden owns WPFB Middletown, Ohio.

## WHTN-TV to 316 Kw Video

WHTN-TV Huntington, W. Va., increased power to 316 kw video Dec. 23, 1955, with the completion of installation of an RCA antenna. The ch. 13 ABC-TV affiliate had been operating from a temporary antenna since Oct. 2, 1955.

## NBC, WBC Exchange Personnel for Stations



MR. YODER

MR. TOOKE

SPOKESMAN for the NBC o&o division reported that the following executives were scheduled to transfer from Cleveland to Philadelphia following FCC approval of the exchange of NBC's WTAM-WNBK (TV) Cleveland for KYW-WPTZ (TV) Philadelphia (see story page 58.)

Lloyd Yoder, general manager; Ted Walworth, tv sales manager; Hal Waddell, radio sales manager; George Cyr, tv program manager; Ed Wallace, radio program manager; John McHale, business manager; S. E. Leonard, radio engineer; William Howard, tv engineer; Curtis Peck, director of operations; William Dallman, merchandising manager, and Morris Wattenberg, promotion manager.

Donald H. McGannon, president of Westinghouse Broadcasting, said the present list of WBC personnel scheduled for transfer to the Cleveland stations includes Rolland V. Tooke, vice president for Philadelphia and general manager of WPTZ there, who will operate in a similar capacity in Cleveland; E. Preston Stover, program manager; B. Calvin Jones, production manager; G. Edward Wallis, advertising and sales promotion manager for television; Robert Peters, television auditor, and Sidney V. Stadig, chief engineer. On the radio side those slated for transfer include Gordon H. Davis, general manager; Mark Olds, program manager; William H. Schwarz, director; Paul Ross auditor, and Walter J. Smith, sales service manager.

### Bevis to Buffalo

Appointment of Charles C. Bevis Jr. as general manager of WBUF-TV Buffalo was announced Thursday by Charles R. Denny, vice president in charge of NBC-owned stations.

MR. BEVIS

Mr. Bevis has been associated with NBC for almost 20 years, having begun his career as a network page in 1936. Most recently he was staff assistant to Mr. Denny, and prior to that had been general manager of KOA Denver, starting in January 1951 and leaving there when NBC sold the station.

Mr. Bevis held various posts in the news and programming operations of NBC until 1945 when he was named executive assistant to the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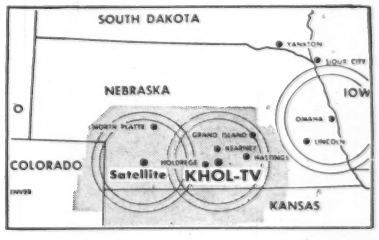


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*Represented nationally by Meeker TV, Inc.*

New ARB Study:
WTVD
leads 4 to 1
IN DURHAM-RALEIGH
MARKET
CLASS A&B QUARTER HOURS
WTVD leads in 135
Others lead in 33
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vice president in charge of television. Subsequently, he was named manager of station relations for television stations and in 1948 was appointed general manager for WNBK (TV) Cleveland.

## Pete Johnson Buys Station; Will Open Consultancy

SALE of WCAW Charleston, W. Va., to Earl M. (Pete) Johnson, former vice president-director of MBS and General Teleradio Inc., was announced last week. Purchase price is $55,000 plus assumption of $15,000 in liabilities.

MR. JOHNSON

WCAW, 1400 kc, 250 w independent, is owned by Capitol Broadcasting Corp. The station began operation in 1947.

Mr. Johnson also made known last week his plans to form a field engineering firm in Charleston. The company, to be known as Engineering Corp. Inc., will serve as consultant to radio and tv stations and has already been retained by RKO Teleradio Pictures Inc., Mr. Johnson announced.

Mr. Johnson joined the FCC following his graduation from the College of Engineering at the U. of Cincinnati in 1940. He later became assistant chief of the FCC Standard Broadcast Section. He joined MBS in 1945 and in 1949 he was named vice president in charge of engineering and station relations.

Following the consolidation of MBS and WOR New York in 1952, Mr. Johnson took on additional duties of engineering vice president for WOR-AM-TV. He was elected to the board of directors of General Teleradio in 1953.

## Cerebral Hemorrhage Fatal To One-time Curtis Official

CLARENCE LEICH, general manager of Curtis Radiocasting Corp. stations from 1932 through 1950, died Dec. 20 at a hospital in his hometown of Evansville, Ind. Death was the result of a cerebral hemorrhage.

Born in 1884, Mr. Leich began his business career in the wholesale drug business. In 1930 he became actively associated with the management of the Curtis Radiocasting Corp. as an officer, director and stockholder. Upon his retirement late in 1950, he was succeeded as general manager of the stations by his son, Martin L. Leich. The stations include WGBF and WMLL (FM), both in Evansville, WBOW-AM-FM, Terre Haute, Ind., and WTMV East St. Louis, Ill.

Clarence Leich in 1944 was one of the organizers, along with John B. Caraway Jr. and Henry B. Walker, Sr., of Electronics Research Inc. and he served for six years as secretary-treasurer of the company.

## KOWL Sales Set Record

BILLINGS AT KOWL Santa Monica, Calif., during November were the largest in the station's seven-year history, according to George Baron, vice president and general manager. Sales for that month topped the corresponding period in 1954 by 26%.

Mr. Baron said that the station plans to continue its specialized program, directed toward Negro, Mexican-American, and Spanish speaking markets.

## Radios for Needy

AS an annual goodwill project, WESC Greenville, S. C., conducted a holiday campaign for radios for needy families in the community.

Spot announcements were broadcast by the station asking for old or unused sets, and two radio repairmen volunteered to make minor repairs at no charge. The Salvation Army cooperated with WESC in presenting a list of indigent families without radios, and the Greenville Family Exchange took care of the distribution.

Said one WESC official: "Results were most satisfying, and much approval was expressed by local merchants."

## Three Executives Elected To Katz Board of Directors

THREE department heads of The Katz Agency Inc., New York, national representatives, were elected to the board of directors at an annual stockholders meeting last week. They are Daniel Denenholz, director of Katz's research, promotion and publicity department; Morris Kellner, radio sales manager, and Scott Donahue Jr., tv sales manager.

MR. DENENHOLZ

Mr. Denenholz joined the firm in 1931 and is credited

MR. DONAHUE

MR. KELLNER

with developing the company's present research and promotion organization. Mr. Kellner has been with Katz since 1932 and Mr. Donahue came to the firm in 1949 after an association with WPIX (TV) New York.

## Claassen Joins H-R Tv

APPOINTMENT of Herb Claassen, formerly with Henry I. Christal Co., to the sales staff of H-R Television Inc., station representative firm, is being announced today (Monday) by Frank M. Headley, president.

Mr. Claassen started in tv as a media research clerk with Compton Adv., where he was promoted successively to assistant timebuyer and then to timebuyer. From Compton, Mr. Claassen moved to Ruthrauff & Ryan as timebuyer, later named chief timebuyer.

[*Stations continues on page 75*]

# B•T TELESTATUS

**A monthly situation report on present and planned tv stations and television network shows**

**JANUARY 1956**

**Total U. S. Stations on Air: 459**
(Commercial: 441; Educational: 18)
**Total Cities With Tv Stations: 292**
**Total Tv Homes: 32,000,000**
(U. S. Census Bureau, June 1955)

## HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

### ALABAMA

**ANDALUSIA†—**
WAIQ (*2) 3/9/55-Unknown
**BIRMINGHAM—**
► WABT (13) NBC, ABC; Blair; 366,400; N; $750
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $750
WJLN-TV (48) 12/10/52-Unknown
**DECATUR†—**
► WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
**DOTHAN—**
► WTVY (9) CBS, ABC; Young; 26,310; $150
**MOBILE—**
► WALA-TV (10) NBC, ABC; Headley-Reed; 142,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,580; N; $400
WKAB-TV (48) See footnote
**MONTGOMERY—**
► WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
► WSFA-TV (12) NBC; Katz; 116,500; N; $350
**MUNFORD†—**
► WTIQ (*7)
**SELMA†—**
WSLA (8) 2/24/54-Unknown

### ARIZONA

**MESA (PHOENIX)—**
► KVAR (12) NBC; Raymer; 141,060; N; $450
**PHOENIX—**
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 141,200; N; $450
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
**TUCSON—**
► KOPO-TV (13) CBS; Hollingbery; 50,100; $250
► KVOA-TV (4) ABC, NBC; Raymer; 50,500; $250
KDWI-TV (9) 4/19/55-Unknown
**YUMA†—**
► KIVA (11) CBS, NBC; Raymer; 27,313; $200

### ARKANSAS

**EL DORADO†—**
► KRBB (10) NBC; Pearson; 40,000; $200
**FORT SMITH—**
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown.
**JONESBORO†—**
KBTM-TV (8) 1/12/55-Unknown
**LITTLE ROCK—**
► KARK-TV (4) NBC; Petry; 126,250; N; $400
► KATV (7) (See Pine Bluff)
► KTHV (11) CBS; Branham
**PINE BLUFF—**
► KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
**TEXARKANA—**
► KCMC-TV (6) See Texarkana, Tex.

### CALIFORNIA

**BAKERSFIELD—**
► KBAK-TV (29) ABC; Weed; 97,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 196,000; N; $500
**BERKELEY (SAN FRANCISCO)—**
► KQED (*9)
**CHICO—**
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 68,100; $250
**CORONA†—**
KCOA (52), 9/16/53-Unknown
**EUREKA—**
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200
**FRESNO—**
► KJEO (47) CBS, ABC; Branham; 169,000; N; $500
► KMJ-TV (24) NBC; Raymer; 169,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
**LOS ANGELES—**
► KABC-TV (7) ABC; Petry; 2,276,025; $1,750
► KCOP (13) Weed; 2,276,025; $1,250
► KHJ-TV (9) DuM; H-R; 2,276,025; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,276,025; N, LS, LF, LL; $2,700.
► KRCA (4) NBC; NBC Spot Sls.; 2,276,025; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,276,025; LS, LF, LL; $1,500
► KTTV (11) Blair; 2,276,025; $1,750
KBIC-TV (22) 2/10/52-Unknown
**MODESTO†—**
KTRB-TV (14) 2/17/54-Unknown
**SACRAMENTO—**
► KBET-TV (10) CBS; H-R; 386,033; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 371,000; $650
**SALINAS (MONTEREY)—**
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
**SAN DIEGO—**
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,000; N; $700
**SAN FRANCISCO—**
► KGO-TV (7) ABC; Petry; 1,171,690; $1,350
► KPIX (5) CBS; Katz; 1,171,690; N, LS; $1,500
► KRON-TV (4) NBC; Free & Peters; 1,171,690; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
**SAN JOSE†—**
► KNTV (11) Bolling; 548,159; $350
**SAN LUIS OBISPO—**
► KVEC-TV (6) ABC, CBS; Grant; 97,960; $200
**SANTA BARBARA—**
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
**STOCKTON†—**
► KOVR (13) DuM; Blair; 1,163,500; $700
► KTVU (36)
**TULARE (FRESNO)—**
► KVVG (27) 150,000; $325
**VISALIA†—**
KAKI (43) 10/6/54-Unknown

### COLORADO

**COLORADO SPRINGS—**
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $125
**DENVER—**
► KBTV (9) ABC; Free & Peters; 334,101; $600
► KLZ-TV (7) CBS; Katz; 334,101; N; $700
► KOA-TV (4) NBC; NBC Spot Sls.; 334,101; N; $650
► KTVR (2) DuM; Hoag-Blair; 334,101; N; $400
KRMA-TV (*6) 7/1/53-Feb. '56
**GRAND JUNCTION†—**
► KFXJ-TV (5) NBC, CBS, ABC; Holman, McGuire; 14,948; $120
**PUEBLO—**
► KCSJ-TV (5) NBC; Pearson; 52,300; $150

### CONNECTICUT

**BRIDGEPORT—**
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

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**HARTFORD—**
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
**NEW BRITAIN—**
► WKNB-TV (30) NBC; Bolling; 337,536; N; $500
**NEW HAVEN†—**
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
**NEW LONDON†—**
WNLC-TV (26) 12/31/52-Unknown
**NORWICH†—**
WCNE (*63) 1/29/53-Unknown
**STAMFORD†—**
WSTF (27) 5/27/53-Unknown
**WATERBURY—**
► WATR-TV (53) ABC; Stuart; 215,400; $200

### DELAWARE

**WILMINGTON—**
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

### DISTRICT OF COLUMBIA

**WASHINGTON—**
► WMAL-TV (7) ABC; Katz; 800,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 700,100; N, LS; $1,500
► WTTG (5) DuM; H-R; 670,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

### FLORIDA

**CLEARWATER†—**
WPGT (32) 12/2/53-Unknown
**DAYTONA BEACH†—**
WESH-TV (2) McGillvra; 7/8/54-2/15/56
**FORT LAUDERDALE—**
► WITV (17) ABC, DuM; Forjoe; 298,000; (also Miami); $400
**FORT MYERS†—**
► WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150
**FORT PIERCE†—**
WTVI (19) 4/19/55-Unknown
**JACKSONVILLE—**
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 322,736; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
**MIAMI—**
► WGBS-TV (23) NBC, CBS; Katz; 257,820; N; $500
► WTHS-TV (*2) 290,000;
► WTVJ (4) CBS; Free & Peters; 347,500; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
**MIAMI BEACH†—**
WKAT Inc. (10) Initial Decision 3/30/55
**ORLANDO—**
► WDBO-TV (6) CBS, ABC, NBC; Blair; 121,650; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown
**PANAMA CITY—**
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
**PENSACOLA—**
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; N; $300
WPFA-TV (15) See Footnote
**ST. PETERSBURG†—**
► WSUN-TV (38) ABC; Venard; 205,520; $400
**TAMPA—**
► WFLA-TV (8) NBC; Blair; 229,761; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 214,000; N, LF, LS; $500
**WEST PALM BEACH—**
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

### GEORGIA

**ALBANY†—**
► WALB-TV (10) ABC, NBC, DuM; Venard; 45,000; $200
**ATLANTA—**
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 559,000; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote

# from "ROLL FILM" to "SWITCH TO NETWORK"

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Into each precious second of your WBEN-TV spots goes the accumulation of years of technical television skill.

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And to this background of mature skills and television know-how WBEN-TV adds its station philosophy of an uncompromising and scrupulous regard for QUALITY inherited from a quarter century of successful radio service and continued in 1948 when WBEN-TV pioneered television in Western New York.

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# WBEN TV

**CBS NETWORK** **BUFFALO, NEW YORK**

***WBEN-TV Representative*** **— Harrington, Righter and Parsons, New York, Chicago, San Francisco.**

# B·T TELESTATUS

**AUGUSTA—**
► WJBF (6) NBC, ABC; Hollingbery; 164,408; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 154,400; $250

**COLUMBUS—**
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

**MACON—**
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 108,103; N; $300
WOKA (47) See footnote

**ROME†—**
► WROM-TV (9) McGillvra; 174,330; $150

**SAVANNAH—**
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,501; $250
WSAV-TV (3) 1/26/55-2/1/56

**THOMASVILLE†—**
► WCTV (6) CBS, NBC, ABC; Meeker; 60,000; $200

**IDAHO**

**BOISE†—**
► KBOI-TV (2) CBS; Free & Peters; 56,500; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 49,800; $250

**IDAHO FALLS†—**
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 41,807; $175

**LEWISTON†—**
KLEW-TV (3) 2/9/55-Early '56
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; Moore & Lund; 16,000

**TWIN FALLS†—**
KHTV (13) 11/9/55-Unknown

**ILLINOIS**

**BLOOMINGTON—**
► WBLN (15) McGillvra; 113,242; $200

**CHAMPAIGN—**
► WCIA (3) CBS, NBC; Hollingbery; 335,800; N; $700

**CHICAGO—**
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,072,600; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,286,000; LS, LF; $3,700
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

**DANVILLE—**
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

**DECATUR—**
► WTVP (17) ABC, NBC; Bolling; 175,000; $300

**EVANSTON†—**
WTLE (32) 8/12/53-Unknown

**HARRISBURG†—**
► WSIL-TV (22) ABC; Walker; 30,000; $150

**PEORIA—**
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

**QUINCY† (HANNIBAL, MO.)—**
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

**ROCKFORD—**
► WREX-TV (13) CBS, ABC; H-R; 259,441; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

**ROCK ISLAND (DAVENPORT, MOLINE)—**
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

**SPRINGFIELD—**
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

**URBANA†—**
► WILL-TV (*12)

**INDIANA**

**ANDERSON†—**
WCBC-TV (61) 2/2/55-Unknown

**BLOOMINGTON—**
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

**ELKHART—**
► WSJV (52) ABC; H-R; 216,135; $300

**EVANSVILLE—**
► WFIE (62) ABC, NBC, DuM; Venard; 100,273; $300
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) 12/27/55-Unkown

**FORT WAYNE—**
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

**INDIANAPOLIS—**
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

**LAFAYETTE—**
► WFAM-TV (59) CBS; Rambeau; 115,900; $200

**MUNCIE—**
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

**PRINCETON†—**
WRAY-TV (52) See footnote

**SOUTH BEND—**
► WNDU-TV (46) NBC; Meeker; 176,700; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400

**TERRE HAUTE—**
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

**WATERLOO (FORT WAYNE)—**
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

**IOWA**

**AMES—**
► WQI-TV (5) ABC; Weed; 315,600; N; $500

**CEDAR RAPIDS—**
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 311,648; N; $500

**DAVENPORT (MOLINE, ROCK ISLAND)—**
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800

**DES MOINES—**
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 280,500; N; $650
KGTV (17) See footnote

**FORT DODGE—**
► KQTV (21) NBC; Pearson; 42,870; $150

**MASON CITY—**
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

**OTTUMWA†—**
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

**SIOUX CITY—**
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 166,607; N; $350

**WATERLOO—**
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 324,866; $400

**KANSAS**

**GOODLAND†—**
KWGB-TV (10) 5/11/55-Unknown

**GREAT BEND—**
► KCKT (2) NBC; Bolling; 144,350; $225

**HUTCHINSON (WICHITA)—**
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

**MANHATTAN†—**
KSAC-TV (*8) 7/24/53-Unknown

**PITTSBURG—**
► KOAM-TV (7) NBC, ABC; Katz; 141,456; $250

**TOPEKA—**
► WIBW-TV (13) CBS, ABC; Capper Sls.; 489,275; N; $400

**WICHITA (HUTCHINSON)—**
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson

**KENTUCKY**

**ASHLAND†—**
WPTV (59) Petry; 8/14/52-Unknown

**HENDERSON (EVANSVILLE, IND.)—**
► WEHT (50) CBS; Meeker; 95,422; N; $250

**LEXINGTON†—**
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

**LOUISVILLE—**
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

**NEWPORT†—**
WNOP-TV (74) 12/24/53-Unknown

**PADUCAH†—**
Columbia Amusement Co. (6) Initial Decision 4/11/55

**LOUISIANA**

**ALEXANDRIA†—**
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

**BATON ROUGE—**
► WAFB-TV (28) CBS, ABC; Young; 96,450; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,520; N; $250

**LAFAYETTE—**
► KLFY-TV (10) CBS; Venard; 71,175; $200

**LAKE CHARLES—**
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

**MONROE—**
► KNOE-TV (8) CBS, ABC, NBC; H-R; 268,500; N; $300
State Dept. of Education (13) 12/14/55-Unknown

**NEW ORLEANS—**
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 370,482; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

**SHREVEPORT—**
► KSLA-TV (12) ABC, CBS, NBC, DuM; Raymer; 93,500; $300
► KTBS-TV (3) NBC; Petry; 167,135

**MAINE**

**BANGOR—**
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

**LEWISTON—**
WLAM-TV (17) See footnote

**POLAND SPRING—**
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

**PORTLAND—**
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

**MARYLAND**

**BALTIMORE—**
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 639,899; $1,100
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

**SALISBURY†—**
► WBOC-TV (16) ABC, CBS; Burn-Smith; 53,495; $200

**MASSACHUSETTS**

**BOSTON—**
► WBZ-TV (4) NBC; Free & Peters; 1,376,359; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,361,830; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown

**BROCKTON†—**
WHEF-TV (62) 7/30/53-Unknown

**CAMBRIDGE (BOSTON)—**
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250

**PITTSFIELD†—**
► WMGT (19) ABC; Walker; 175,886; $250

**SPRINGFIELD—**
► WHYN-TV (55) CBS; Branham; 198,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 198,000; N; $400

**WORCESTER—**
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

**MICHIGAN**

**ANN ARBOR—**
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*28) 11/4/53-Unknown

**BAY CITY (MIDLAND, SAGINAW)—**
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $545

**CADILLAC—**
► WWTV (13) CBS, ABC; Weed; 333,577; $300

**DETROIT—**
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800;
► CKLW-TV (9) CBC; Young; 1,550,000; $1,100. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown

**EAST LANSING†—**
► WKAR-TV (*60) 58,000

**FLINT†—**
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Unknown

**GRAND RAPIDS—**
► WOOD-TV (8) NBC, ABC; Katz; 566,057; N; $1,050
WMCN (23) 9/2/54-Unknown

**IRONWOOD—**
WJMS-TV (12) 11/30/55-Unknown

**KALAMAZOO—**
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 595,680; N; $1,000

**LANSING—**
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

**MARQUETTE†—**
WDMJ-TV (6) 4/7/54-Unknown

**SAGINAW (BAY CITY, MIDLAND)—**
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375

**TRAVERSE CITY—**
► WPBN-TV (7) NBC; Holman; 49,846; $120

**MINNESOTA**

**AUSTIN—**
► KMMT (6) ABC; Avery-Knodel; 89,270; $200

**DULUTH (SUPERIOR, WIS.)—**
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

**MINNEAPOLIS-ST. PAUL—**
► KEYD-TV (9) H-R; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750

**ROCHESTER—**
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

## New Tv Stations

THE following tv stations started regular programming within the past month:

KBMB-TV Bismarck, N. D. (ch. 12); KBST-TV Big Spring, Tex. (ch. 4); KHAS-TV Hastings, Neb. (ch. 5); KHPL-TV Hayes Center, Neb. (ch. 6); WREC-TV Memphis, Tenn. (ch. 3).

# TV COMPARATIVE NETWORK SHOWSHEET

## SUNDAY

| AFTERNOON | ABC | CBS | NBC |
|---|---|---|---|
| Noon | | *Let's Take A Trip* | |
| 12:15 | | | |
| 12:30 | | Kellogg Wild Bill Hickok F | |
| 12:45 | | | |
| 1:00 | | | American Forum L |
| 1:15 | | | |
| 1:30 | | | *Frontiers of Faith* L |
| 1:45 | | | |
| 2:00 | | | TBA |
| 2:15 | | | |
| 2:30 | | *Adventure* | Gen. Dynamics Corp. Youth Wants To Know L |
| 2:45 | | | |
| 3:00 | | *Face the Nation* | *Dr. Spock* L |
| 3:15 | | | |
| 3:30 | | *Sunday News* | *Zoo Parade* L |
| 3:45 | | | |
| 4:00 | *Dean Pike* L | | |
| 4:15 | | Years of Crisis (Jan. 1 only) Front Row Center | (Jan. 8 only) Hallmark Hall of Fame |
| 4:30 | *College Press Conference* L | | |
| 4:45 | | | (Jan. 1 only) Wide, Wide World |
| 5:00 | Hartz Mountain Products Roto Broil Chunky Choclate Super Circus L | | |
| 5:15 | | | |
| 5:30 | | Aluminium Ltd. Scott Paper J. P. Stevens Omnibus | Heinz Capt. Gallant F |
| 5:45 | | | |
| EVENING | | | |
| 6:00 | | | Johns Manville Pan Amer. Meet the Press L |
| 6:15 | | | |
| 6:30 | | Prudential You Are There L | Gen. Foods Roy Rogers F |
| 6:45 | | | |
| 7:00 | Skippy Peanut Butter You Asked For It F | Campbell Soup (Alt. wks.) Kellogg Lassie F | Chrysler It's A Great Life F |
| 7:15 | | | |
| 7:30 | | Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny | Reynolds Metals Frontier F |
| 7:45 | P&G Colgate Famous Film Festival (Participating) F | | |
| 8:00 | | Lincoln-Mercury Dealers The Ed Sullivan Show L | TBA |
| 8:15 | | | |
| 8:30 | | | 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars |
| 8:45 | | | |
| 9:00 | Emerson Drug Lentheric Chance of a Lifetime L | Gen. Elect. G E Theatre F | Goodyear Corp. (alt. with) Alcoa TV Playhouse L |
| 9:15 | | | |
| 9:30 | | Bristol-Myers Hitchcock Presents F | |
| 9:45 | Pharmaceuticals Ted Mack Amateur Hour L | | |
| 10:00 | | P. Lorillard (Alt. wks.) Revlon Appt. with Adventure | Kleenex P&G Loretta Young F |
| 10:15 | | | |
| 10:30 | | Jules Montenier (Alt. wks.) Remington What's My Line L | American Tobacco Justice L |
| 10:45 | | | |

## MONDAY

| AFTERNOON | ABC | CBS | NBC |
|---|---|---|---|
| Noon | | Valiant Lady | *Tennessee Ernie Ford* L |
| 12:15 | | Amer. Home Products Love of Life | |
| 12:30 | | P&G Search for Tomorrow | Colgate-Palmolive Feather Your Nest L |
| 12:45 | | P&G Guiding Light L | |
| 1:00 | | | |
| 1:15 | | *Jack Paar Show* F | |
| 1:30 | | P&G Love Story | |
| 1:45 | | | |
| 2:00 | | Robert Q. Lewis (See Footnote) Buick* | |
| 2:15 | | | |
| 2:30 | | Art Linkletter's House Party (See Footnote) | |
| 2:45 | | | |
| 3:00 | | Colgate Big Payoff MWF Sus. Tu, Th | NBC Matinee Theatre (Participating) Color L |
| 3:15 | | | |
| 3:30 | | Bob Crosby (See Footnotes) | |
| 3:45 | | | |
| 4:00 | | P&G The Brighter Day | Borden Co. Date With Life L |
| 4:15 | | Am. Home Pr. Secret Storm | *Modern Romances* L |
| 4:30 | | P&G On Your Account | |
| 4:45 | | | *Queen For A Day* L |
| 5:00 | | | |
| 5:15 | Mickey Mouse Club (see footnote) F | | *Pinky Lee Show* L |
| 5:30 | | | Howdy Doody (See Footnote) |
| 5:45 | | | |
| EVENING | | | |
| 6:00 | | | |
| 6:15 | | | |
| 6:30 | | Whitehall News L | |
| 6:45 | | | |
| 7:00 | *Kukla, Fran & Ollie* L | | |
| 7:15 | Daly-News | Whitehall News L | |
| 7:30 | Standard Brands (Alt. wks.) Topper F | Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F | Asso. Prods. Webcor Tony Martin Camel Caravan L |
| 7:45 | Studebaker Packard TV Readers Digest F | Carnation (Alt. wks.) B. F. G'rich Burns & Allen F | |
| 8:00 | | Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts | Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L |
| 8:15 | Firestone Voice of Firestone L | | |
| 8:30 | | P&G (Alt. wks.) Gen. Foods I Love Lucy | |
| 8:45 | | | |
| 9:00 | *Dotty Mack Show* L | | GE Dow Chmcl. Medic F |
| 9:15 | | General Foods December Bride | |
| 9:30 | CIBA Medical Horizons L | | Johnson Wax alt. with Schick |
| 9:45 | | | |
| 10:00 | *The Big Picture* F | | Robert Montgomery Presents L |
| 10:15 | | Westinghouse Studio One L | |
| 10:30 | | | |
| 10:45 | | | |

## TUESDAY

| AFTERNOON | ABC | CBS | NBC |
|---|---|---|---|
| Noon | | Wssn Oil Valiant Lady | *Tennessee Ernie Ford* L |
| 12:15 | | Amer. Home Products Love of Life | |
| 12:30 | | P&G Search for Tomorrow | Colgate-Palmolive Feather Your Nest L |
| 12:45 | | P&G Guiding Light L | |
| 1:00 | | | |
| 1:15 | | *Jack Paar Show* F | |
| 1:30 | | P&G Love Story | |
| 1:45 | | | |
| 2:00 | | Robert Q. Lewis (See Footnote) | |
| 2:15 | | | |
| 2:30 | | Art Linkletter's House Party (See Footnote) | |
| 2:45 | | | |
| 3:00 | | Colgate Big Payoff MWF Sus. Tu, Th | NBC Matinee Theatre (Participating) Color L |
| 3:15 | | | |
| 3:30 | | Bob Crosby (See Footnotes) | |
| 3:45 | | | |
| 4:00 | | P&G The Brighter Day | Borden Co. Date With Life L |
| 4:15 | | Am. Home Pr. Secret Storm | *Modern Romances* L |
| 4:30 | | P&G On Your Account | |
| 4:45 | | | *Queen For A Day* L |
| 5:00 | | | |
| 5:15 | Mickey Mouse Club (see footnote) F | | *Pinky Lee Show* L |
| 5:30 | | | Howdy Doody (See Footnote) |
| 5:45 | | | |
| EVENING | | | |
| 6:00 | | | |
| 6:15 | | | |
| 6:30 | | Pall Mall News L | |
| 6:45 | | | |
| 7:00 | *Kukla, Fran & Ollie* | | |
| 7:15 | Miles Labs Daly-News | Pall Mall News L | |
| 7:30 | | Whitehall Name That Tune | Chevrolet Dinah Shore Show L |
| 7:45 | L&M Gen. Elec. Monsanto Warner Bros. Presents F | R.J. Reynolds (Alt. wks.) Amana Phil Silvers F | Camel News Caravan L |
| 8:00 | | Maytag Co. (Alt. wks.) Sheaffer Navy Log F | Sunbeam RCA Whirlpool M. Raye Show |
| 8:15 | Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F | | M. Berle Show |
| 8:30 | | Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L | Chevrolet Chevy Show L |
| 8:45 | American Tobacco alt. Dodge Danny Thomas F | | |
| 9:00 | | S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L | P&G J. Wyman's Fireside Theatre F |
| 9:15 | duPont Cavalcade Theatre F | | |
| 9:30 | | Revlon The $64,000 Question L | Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights Hour L |
| 9:45 | | | |
| 10:00 | *Outside U.S.A.* L | | |
| 10:15 | | G.M. Frigidaire Do You Trust Your Wife? | |
| 10:30 | | | Lever Bros. A.C. Spark Plug Big Town F |
| 10:45 | | | |

## WEDNESDAY

| AFTERNOON | ABC | CBS | NBC |
|---|---|---|---|
| Noon | | Gen. Mills Valiant Lady | *Tennessee Ernie Ford* L |
| 12:15 | | Amer. Home Products Love of Life | |
| 12:30 | | P&G Search for Tomorrow | Colgate-Palmolive Feather Your Nest L |
| 12:45 | | P&G Guiding Light L | |
| 1:00 | | | |
| 1:15 | | *Jack Paar Show* F | |
| 1:30 | | P&G Love Story | |
| 1:45 | | | |
| 2:00 | | Robert Q. Lewis (See Footnote) | |
| 2:15 | | | |
| 2:30 | | Art Linkletter's House Party (See Footnote) | |
| 2:45 | | | |
| 3:00 | | Colgate Big Payoff MWF Sus. Tu, Th | NBC Matinee Theatre (Participating) Color L |
| 3:15 | | | |
| 3:30 | | Bob Crosby (See Footnotes) | |
| 3:45 | | | |
| 4:00 | | P&G The Brighter Day | Borden Co. Date With Life L |
| 4:15 | | Am. Home Pr. Secret Storm | *Modern Romances* L |
| 4:30 | | P&G On Your Account | |
| 4:45 | | | *Queen For A Day* L |
| 5:00 | | | |
| 5:15 | Mickey Mouse Club (see footnote) F | | *Pinky Lee Show* L |
| 5:30 | | | Howdy Doody (See Footnote) |
| 5:45 | | | |
| EVENING | | | |
| 6:00 | | | |
| 6:15 | | | |
| 6:30 | | Ronson News L | |
| 6:45 | | | |
| 7:00 | *Kukla, Fran & Ollie* | | |
| 7:15 | Miles Labs Daly-News | Ronson News L | |
| 7:30 | American Motors American Dairy Derby Foods Disneyland F | *Brave Eagle* | Coca-Cola Eddie Fisher Show L |
| 7:45 | | | Plymouth News Caravan L |
| 8:00 | Gen. Foods Amer. Tob. M-G-M Parade F | Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury | Kodak Screen Directors Playhouse F |
| 8:15 | | | Scott Father Knows Best F |
| 8:30 | Pharmaceuticals Inc. Knomark Masq. Party L | Colgate The Millionaire F | |
| 8:45 | | | |
| 9:00 | Dodge Break the Bank L | R. J. Reynolds I've Got A Secret L | Kraft Foods Television Theatre L |
| 9:15 | | | |
| 9:30 | Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L | General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F | Hazel Bishop (alt. wk.) P&G This Is Your Life L |
| 9:45 | | | |
| 10:00 | | | Whitehall Pharmacal Midwestern Hayride |
| 10:15 | | | |
| 10:30 | | | |
| 10:45 | | | |

## THURSDAY

| ABC | CBS | NBC |
|---|---|---|
| | Toni Valiant Lady<br>Amer. Home Products Love of Life<br>P&G Search for Tomorrow<br>P&G Guiding Light L | *Tennessee Ernie Ford* L<br>Colgate-Palmolive Feather Your Nest L |
| | *Jack Paar Show* F | |
| | P&G Love Story | |
| | Robert Q. Lewis (See Footnote) | |
| | Art Linkletter's House Party (See Footnote) | |
| | Colgate Big Payoff MWF Sus. Tu, Th | NBC Matinee Theatre (Participating) Color L |
| | Bob Crosby (See Footnotes) | |
| | P&G The Brighter Day<br>Am. Home Pr. Secret Storm | Borden Co. Date With Life L<br>*Modern Romances* L |
| | P&G On Your Account | *Queen For A Day* L |
| Mickey Mouse Club (see footnote) F | | *Pinky Lee Show* L<br>Howdy Doody (See Footnote) |
| | Pall Mall News L | |
| *Kukla, Fran & Ollie* | | |
| Daly-News | Pall Mall News L | |
| General Mills Lone Ranger F | Quaker Oats Sgt. Preston of the Yukon F | Dinah Shore Show Chevrolet L<br>Camel News Caravan L |
| Admiral Bishop Sheen L | R. J. Reynolds Bob Cummings Show F | DeSoto-Plymouth You Bet Your Life F |
| Necchi Quality Goods Stop the Music L | Chrysler Motors Climax—Shower of Stars L | Borden Co. The People's Choice F |
| Brillo Star Tonight L | | Chesterfield Dragnet F |
| Western U. Down You Go L | Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F | Ford Theatre F |
| *Greatest Sports Thrills* F | General Foods Johnny Carson L | Lever Bros. Lux Video Theatre L |
| | American Home Prod. "Wanted" L | |

## FRIDAY

| ABC | CBS | NBC |
|---|---|---|
| | Gen. Mills Valiant Lady<br>Amer. Home Products Love of Life<br>P&G Search for Tomorrow<br>P&G Guiding Light L | *Tennessee Ernie Ford* L<br>Colgate-Palmolive Feather Your Nest L |
| | *Jack Paar Show* F | |
| | P&G Love Story | |
| | Robert Q. Lewis (See Footnote) | |
| | Art Linkletter's House Party (See Footnote) | |
| | Colgate Big Payoff MWF Sus. Tu, Th | NBC Matinee Theatre (Participating) Color L |
| | Bob Crosby (See Footnotes) | |
| | P&G The Brighter Day<br>Am. Home Pr. Secret Storm | Borden Co. Date With Life L<br>*Modern Romances* L |
| | P&G On Your Account | *Queen For A Day* L |
| Mickey Mouse Club (see footnote) F | | *Pinky Lee Show* L<br>Howdy Doody (See Footnote) |
| | Ronson News L | |
| *Kukla, Fran & Ollie* | Ronson News L | |
| Miles Labs Daly-News | | |
| National Biscuit Rin Tin Tin F | Adventures of Champion | Coca-Cola Eddie Fisher Show L<br>Plymouth News Caravan L |
| Norwich Hotpoint Quaker Oats Ozzie and Harriet F | General Foods Mama L | P. Lorillard Truth or Consqnces. F |
| Chevrolet Crossroads F | General Foods Our Miss Brooks | Gulf Life of Riley F |
| Wine Corp. Dollar A Second L | R. J. Reynolds The Crusader F | Simoniz & Amer. C&C Big Story F |
| Sterling Drug The Vise F | Schlitz Brewing Playhouse of Stars F | Ponds Campbell Soup Star Stage F |
| Ralston Ethel & Albert L | Brown & Williamson (Alt. wks.)<br>P&G Lineup F | Gillette Cavalcade of Sports L |
| | Amer. Oil Hamm Elgin Person to Person L | State Farm Red Barber's Corner L |

## SATURDAY

| ABC | CBS | NBC |
|---|---|---|
| | National Dairy The Big Top L | *Choose Up Sides* L |
| | Gen. Mills The Lone Ranger F | *Mr. Wizard* L |
| | Wander Co. Captain Midnight | |
| | *Big Ten Basketball Games* | NBA Pro Basketball Games L |
| | | |
| | Lehn & Fink The Lucy Show F | Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L |
| | Wrigley Gene Autry Show F | |
| Am. Home Products Chas. Antell & Co-op Ozark Jubilee L<br>Ralston Grand Ole Opry (Every fourth week) | Sylvania Beat the Clock L | Speidel Purex The Big Surprise L |
| | Nestle Stage Show L | Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L |
| Dodge Div. The Lawrence Welk Show L | Buick Jackie Gleason in Honeymooners | |
| | P. Lorillard (Alt. wks.) Sheaffer Two for the Money L | Toni Papermate People Are Funny F |
| *Tomorrow's Careers* L | P&G It's Always Jan F (3 of 4 wks.) | Texaco Star Theatre J. Durante F |
| | Liggett & Myers Gunsmoke (3 of 4 wks.) F | Armour (alt.) Pet Milk Geo. Gobel Show L |
| | Anheuser-Busch Runyon Theatre | Am. Tobacco Warner Lambert Your Hit |

AFTERNOON: Noon, 12:15, 12:30, 12:45, 1:00, 1:15, 1:30, 1:45, 2:00, 2:15, 2:30, 2:45, 3:00, 3:15, 3:30, 3:45, 4:00, 4:15, 4:30, 4:45, 5:00, 5:15, 5:30, 5:45

EVENING: 6:00, 6:15, 6:30, 6:45, 7:00, 7:15, 7:30, 7:45, 8:00, 8:15, 8:30, 8:45, 9:00, 9:15, 9:30, 9:45, 10:00, 10:15, 10:30, 10:45

MORNING

### SATURDAY

**CBS:** Winky Dink and You, 10:30-11 p.m.; Mighty Mouse Playhouse, Sat. 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
**NBC:** Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

### SUNDAY

**CBS:** Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.

### MONDAY-FRIDAY

**CBS:** The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
**NBC:** Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

### FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

**ABC**—Am. Par., Armour Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6.

**CBS**—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina.

Arthur Godfrey
10:30-10:45 a.m. Tue. Corn Prod.; Wed., Easy Washer; Thurs., Bristol-Myers; Fri., SOS, Alt. wks CBS-Hytron.
10:45-11 a.m. Mon. & Wed., Bristol-Myers; Tue., Minnesota Mining & Mfg.; Wed., Bristol-Myers; Thurs., American Home; Fri., Converted Rice, alt. wks Prudential.
11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg. 11:15-11:30 a.m. Mon. & Thurs, Pillsbury.

Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin plus
House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Thu. Toni, Fri. S.O.S., alt. wks. Gerber. 3:45-4 p.m., Wed., Fri.—General Mills. Tue.-Miles Labs, Thu.-Scott Paper Co.

**NBC**—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co. Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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# B·T TELESTATUS

### MISSISSIPPI

**BILOXI†—**
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

**COLUMBUS†—**
WCBI-TV (4) McGillvra; 7/28/54-March '56

**HATTIESBURG†—**
WDAM-TV (9) 5/4/55-Unknown

**JACKSON—**
► WJTV (12) CBS, ABC; Weed; 145,000; $300
► WLBT (3) NBC; Hollingbery; 146,000; N; $300

**MERIDIAN—**
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

**TUPELO†—**
WTWV (9) 12/8/54-Early '56

### MISSOURI

**CAPE GIRARDEAU—**
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300

**CLAYTON†—**
KFUO-TV (30) 2/5/53-Unknown

**COLUMBIA—**
► KOMU-TV (8) NBC, ABC; H-R; 99,437; $200

**HANNIBAL (QUINCY, ILL.)—**
► KHQA-TV (7) CBS, DuM; Weed; 174,712; N; $250
► WGEM-TV (10) See Quincy, Ill.

**JEFFERSON CITY—**
► KRCG (13) CBS; Hoag-Blair; 127,520; $200

**JOPLIN—**
► KSWM-TV (12) CBS; Venard; 102,750; N; $200

**KANSAS CITY—**
► KCMO-TV (5) CBS, ABC, DuM; Katz; 540,546; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 540,546; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 540,546; N, LS, LF; $860

**ST. JOSEPH—**
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 146,548; $350

**ST. LOUIS—**
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 857,044; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; 410,972; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500

**SEDALIA†—**
► KDRO-TV (6) Pearson; 57,000; $200

**SPRINGFIELD—**
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,840; N; $240

### MONTANA

**BILLINGS†—**
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown

**BUTTE†—**
► KXLF-TV (6) ABC; No estimate given; $50

**GREAT FALLS†—**
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair; 24,800; $150

**MISSOULA†—**
► KGVO-TV (13) CBS, ABC; Gill-Perna; 23,390; $150

### NEBRASKA

**HASTINGS†—**
► KHAS-TV (5) NBC; Weed

**HAYES CENTER†—**
► KHPL-TV (6)

**KEARNEY (HOLDREGE)—**
► KHOL-TV (13) CBS, ABC; Meeker; 83,655; $200

**LINCOLN—**
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 132,527; $300
► KUON-TV (*12) 82,036

**OMAHA—**
► KMTV (3) NBC, ABC; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 337,516; N; $800
Herald Corp. (7) Initial Decision 4/6/55

**SCOTTSBLUFF†—**
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

### NEVADA

**HENDERSON (LAS VEGAS)—**
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225

**LAS VEGAS—**
► KLAS-TV (8) CBS; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

**RENO—**
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/56-Unknown

### NEW HAMPSHIRE

**KEENE†—**
WKNE-TV (45) 4/22/53-Unknown

**MANCHESTER—**
► WMUR-TV (9) ABC, CBS, NBC, DuM; Weed; 1,089,971; $350

**MT. WASHINGTON†—**
► WMTW (8) See Poland Spring, Me.

### NEW JERSEY

**ASBURY PARK†—**
WRTV (58) See footnote

**ATLANTIC CITY—**
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

**CAMDEN†—**
WKDN-TV (17) 1/28/54-Unknown

**NEWARK (NEW YORK CITY)—**
► WATV (13) Petry; 4,730,000; $2,000

**NEW BRUNSWICK†—**
WTLV (*19) 12/4/52-Unknown

### NEW MEXICO

**ALBUQUERQUE—**
► KGGM-TV (13) CBS; Weed; 64,488; $300
► KOAT-TV (7) ABC; Hollingbery; 62,000; $200
► KOB-TV (4) NBC; Branham; 67,727; $325

**CARLSBAD†—**
KAVE-TV (6) 6/22/55-Unknown

**ROSWELL—**
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150

### NEW YORK

**ALBANY (SCHENECTADY, TROY)—**
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 185,000; N; $300
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

**BINGHAMTON—**
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 401,770; $800
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

**BUFFALO—**
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 495,390 (plus 578,689 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 1,001,121 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
Frontier Tv Inc. (59) 11/23/55-Unknown

**CARTHAGE (WATERTOWN)—**
► WCNY-TV (7) CBS, ABC, DuM; Weed; 77,070; $200

**ELMIRA—**
WTVE (24) See footnote

**ITHACA†—**
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

**LAKE PLACID† (PLATTSBURG)—**
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

**NEW YORK—**
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

**POUGHKEEPSIE—**
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 40,600; $100

**ROCHESTER—**
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $900
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000; N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

**SCHENECTADY (ALBANY, TROY)—**
► WRGB (6) NBC; NBC Spot Sls.; 466,900; N; $950

**SYRACUSE—**
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

**UTICA—**
► WKTV (13) NBC, ABC, CBS; Cooke; 200,000; N; $550

### NORTH CAROLINA

**ASHEVILLE—**
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC; Venard; 372,920; $300

**CHAPEL HILL†—**
► WUNC-TV (*4) 377,350

**CHARLOTTE—**
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 526,630; N, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

**DURHAM—**
► WTVD (11) NBC, ABC; Petry; 280,820; N; $450

**FAYETTEVILLE†—**
► WFLB-TV (18) CBS, NBC; Young; 25,000; $150

**GASTONIA†—**
WTVX (48) 4/7/54-Unknown

**GREENSBORO—**
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 375,249; N, LF, LS; $650

**GREENVILLE—**
► WNCT (9) CBS, ABC; Pearson; 143,050; $350

**NEW BERN†—**
WNBE-TV (13) 2/9/55-Unknown

**RALEIGH—**
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

**WASHINGTON†—**
► WITN (7) NBC; Headley-Reed; 142,820; N; $325

**WILMINGTON—**
► WMFD-TV (6) NBC, ABC; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown

**WINSTON-SALEM—**
► WSJS-TV (12) NBC; Headley-Reed; 656,675; N; $550
► WTOB-TV (26) ABC; H-R; 113,749; $200

### NORTH DAKOTA

**BISMARCK—**
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 29,750; $200
► KBMB-TV (12) Weed

**FARGO†—**
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300

**GRAND FORKS†—**
► KNOX-TV (10) Rambeau

**MINOT—**
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

**VALLEY CITY—**
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

### OHIO

**AKRON—**
► WAKR-TV (49) ABC; Weed; 174,066; $300

**ASHTABULA†—**
► WICA-TV (15) 116,285; $200

**CANTON†—**
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

**CINCINNATI—**
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 440,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

**CLEVELAND—**
► WEWS (5) ABC; Blair; 1,186,990; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,217,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

**COLUMBUS—**
► WBNS-TV (10) CBS; Blair; 477,429; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
► WOSU-TV (*34)

**DAYTON—**
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

**ELYRIA†—**
WEOL-TV (31) 2/11/54-Unknown

**LIMA—**
► WIMA-TV (35) NBC, CBS, ABC; H-R; 82,638; $150

**MANSFIELD†—**
WTVG (36) 6/3/54-Unknown

**MASSILLON†—**
WMAC-TV (23) Petry; 9/4/52-Unknown

**STEUBENVILLE (WHEELING, W. VA.)—**
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

**TOLEDO—**
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

**YOUNGSTOWN—**
► WFMJ-TV (21) NBC; Headley-Reed; 182,063; N; $350
► WKBN-TV (27) CBS, ABC, DuM; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

**ZANESVILLE—**
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

## OKLAHOMA

**ADA—**
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,590; N; $225

**ARDMORE†—**
KVSO-TV (12) 5/13/54-Unknown

**ENID—**
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

**LAWTON†—**
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

**MUSKOGEE†—**
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

**OKLAHOMA CITY—**
► KWTV (9) CBS, ABC; Avery-Knodel; 350,500; N; $750
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $900
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

**TULSA—**
► KOTV (6) CBS; Petry; 308,412; N; $750
► KVOO-TV (2) NBC; Blair; 308,412; N; $700
KOED-TV (*11) 7/31/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

## OREGON

**EUGENE—**
► KVAL-TV (13) NBC, ABC; Hollingbery; 61,490; $300

**KLAMATH FALLS†—**
KFJI-TV (2) Grant; 12/2/54-Early '56

**MEDFORD—**
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 32,400; $200

**PORTLAND—**
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 350,317; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

**ROSEBURG†—**
KPIC (4) Hollingbery; 6/8/55-May '56

**SALEM†—**
KSLM-TV (3) 9/30/53-Unknown

## PENNSYLVANIA

**ALLENTOWN†—**
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

**ALTOONA—**
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

**BETHLEHEM—**
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

**EASTON†—**
► WGLV (57) ABC; Headley-Reed; 93,860; $150

**ERIE—**
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 91,536; $250

**HARRISBURG—**
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC, NBC; Headley-Reed; 241,449; N; $350

**HAZLETON†—**
WAZL-TV (63) Meeker; 12/18/52-Unknown

**JOHNSTOWN—**
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 937,911; N, LS, LF; $750

**LANCASTER—**
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200
WWLA (21) 5/7/53-Unknown

**LEBANON†—**
WLBR-TV (15) See footnote

**NEW CASTLE—**
WKST-TV (45) See footnote

**PHILADELPHIA—**
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,875
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

**PITTSBURGH—**
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 390,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-Unknown

**READING—**
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

**SCRANTON—**
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 266,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

**SHARON†—**
WSHA (39) 1/27/54-Unknown

**SUNBURY†—**
WKOK-TV (38) 2/9/55-Unknown

**WILKES-BARRE—**
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

**WILLIAMSPORT†—**
WRAK-TV (36) Everett-McKinney; 11/13/52-Early '56

**YORK—**
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

## RHODE ISLAND

**PROVIDENCE—**
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

## SOUTH CAROLINA

**ANDERSON—**
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

**CAMDEN†—**
WACA-TV (15) 6/3/53-Unknown

**CHARLESTON—**
► WCSC-TV (5) CBS, ABC; Free & Peters; 222,226; N; $300
► WUSN-TV (2) NBC, DuM; H-R; $300

**COLUMBIA—**
► WCOS-TV (25) ABC; Headley-Reed; 110,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 110,000; $200

**FLORENCE—**
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 153,960; $300

**GREENVILLE—**
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

**SPARTANBURG†—**
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Spring '56

## SOUTH DAKOTA

**FLORENCE†—**
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

**RAPID CITY†—**
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 11,432; $150

**SIOUX FALLS—**
► KELO-TV (11) NBC, ABC; H-R; 176,318; $425

## TENNESSEE

**CHATTANOOGA —**
► WDEF-TV (12) NBC, ABC, CBS; Branham; 162,134; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

**JACKSON—**
► WDXI-TV (7) CBS, ABC; Burn-Smith; 96,585; N; $200

**JOHNSON CITY—**
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

**KNOXVILLE—**
► WATE (6) NBC, ABC; Avery-Knodel; 228,900; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 171,900; N; $250
WBIR-TV (10) Initial Decision 1/5/55

**MEMPHIS—**
► WHBQ-TV (13) CBS, ABC; Blair; 395,127; $700
► WMCT (5) NBC; Branham; 387,724; N; $900
► WREC-TV (3) CBS; Katz
WKNO-TV (*10) 11/23/55-Unknown

**NASHVILLE—**
► WLAC-TV (5) CBS; Katz; 443,606; N; $550
► WSIX-TV (8) ABC; Hollingbery; 276,750; $425
► WSM-TV (4) NBC; Petry; 276,750; N, LF, LS; $700

## TEXAS

**ABILENE—**
► KBRC-TV (9) NBC, ABC, DuM; Pearson; 58,260; $225

**AMARILLO—**
► KFDA-TV (10) CBS, ABC; H-R; 80,601; N; $300
► KGNC-TV (4) NBC, DuM; Katz; 80,601; N; $300

**AUSTIN—**
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 141,128; N; $350

**BEAUMONT—**
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 107,760; N; $300

**BIG SPRING†—**
► KBST-TV (4) CBS; Pearson

**CORPUS CHRISTI†—**
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 51,750; $200
KRIS-TV (6) Free & Peters; 12/9/55-Unknown
K-Six Tv Inc. (10) Initial Decision 1/20/55

**DALLAS —**
► KRLD-TV (4) CBS; Branham; 552,740; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 552,740; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

**EL PASO—**
► KROD-TV (4) CBS, ABC; Branham; 85,271; N; $375
► KTSM-TV (9) NBC; Hollingbery; 80,603; N; $250
KOKE (13) H-R; 3/18/54-Unknown

**FT. WORTH—**
► WBAP-TV (5) ABC, NBC; Free & Peters; 530,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R; 519,130; $600

**GALVESTON (HOUSTON)—**
► KGUL-TV (11) CBS; CBS Spot Sls.; 458,500; $700

**HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—**
► KGBT-TV (4) CBS, ABC; H-R; 82,224; $250 (plus 8,000 Mexican coverage)

**HOUSTON—**
► KPRC-TV (2) NBC; Petry; 459,250; N; $900 (film)
► KTRK (13) ABC; Blair; 459,250; N, LF, LS, $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

**LAREDO†—**
KHAD-TV (8) CBS; Pearson; 7/20/55-1/18/56

**LONGVIEW†—**
► KTVE (32) Forjoe; 55,268; $175

**LUBBOCK—**
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
► KDUB-TV (13) CBS; Branham; 113,545; N, LF, LS; $350 (film)

**LUFKIN—**
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

**MIDLAND†—**
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

**ODESSA†—**
KOSA-TV (7) CBS; Pearson; 7/13/55-Early '56

**SAN ANGELO—**
► KTXL-TV (8) CBS, NBC, ABC; Venard; 43,112; $200

**SAN ANTONIO—**
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 280,759; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 285,784, N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

**SWEETWATER†—**
KPAR-TV (12) CBS; Branham; 8/26/53-Unknown

**TEMPLE (WACO)—**
► KCEN-TV (6) NBC; Hollingbery; 138,626; N; $300

**TEXARKANA (ALSO TEXARKANA, ARK.)—**
► KCMC-TV (6) CBS, ABC, NBC (per program basis); Venard; 161,520; N; $260

# B·T TELESTATUS

**TYLER—**
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

**WACO (TEMPLE)—**
► KANG-TV (34) CBS; Raymer; 56,798; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

**WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—**
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

**WICHITA FALLS—**
► KFDX-TV (3) NBC, ABC; Raymer; 104,930; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

## UTAH

**SALT LAKE CITY—**
► KSL-TV (5) CBS; CBS Spot Sls.; 195,700; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 191,200; N; $450

## VERMONT

**BURLINGTON—**
► WCAX-TV (3) CBS; Weed; 135,109; $300

## VIRGINIA

**BRISTOL†—**
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

**DANVILLE†—**
WBTM-TV (24) See footnote

**HAMPTON (NORFOLK)—**
► WVEC-TV (15) NBC; Avery-Knodel; 165,000; N; $350

**HARRISONBURG—**
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 125,984; $200

**LYNCHBURG—**
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

**NEWPORT NEWS—**
WACH-TV (33) See footnote

**NORFOLK—**
► WTAR-TV (3) CBS, ABC, DuM; Petry; 378,425; N; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

**PETERSBURG—**
► WXEX-TV (8) See Richmond

**RICHMOND—**
► WTVR (6) ABC, CBS; Blair; 500,517; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 421,835; N, LF, LS; WRVA-TV (12) 12/2/55-4/1/56
WOTV (29) 12/2/53-Unknown

**ROANOKE—**
► WDBJ-TV (7) CBS; Free & Peters
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 391,780; N, LF, LS; $600

## WASHINGTON

**BELLINGHAM—**
► KVOS-TV (12) CBS; Forjoe; 211,891; $300

**EPHRATA†—**
KBAS-TV (43) 5/4/55-Unknown

**PASCO—**
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

**SEATTLE (TACOMA)—**
► KCTS (*9)
► KING-TV (5) ABC; Blair; 484,810; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 484,810; N; LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 484,810; N; $900
► KTVW (13) Hollingbery; 484,810; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

**SPOKANE—**
► KHQ-TV (6) NBC; Katz; 157,129; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 157,129; N, LF, LS; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 155,914; $525

**VANCOUVER†—**
KVAN-TV (21) Bolling; 9/25/53-Unknown

**YAKIMA—**
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

## WEST VIRGINIA

**BLUEFIELD—**
► WHIS-TV (6) NBC; Katz; 184,851; N; $250

**CHARLESTON—**
► WCHS-TV (8) CBS; Branham; 402,584; N, LF, LS; $550
WKNA-TV (49) See footnote

**CLARKSBURG†—**
WBLK-TV (12) Branham; 2/17/54-Spring '56

**FAIRMONT†—**
WJPB-TV (35) See footnote

**HUNTINGTON—**
► WHTN-TV (13) ABC, DuM; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 616,573; N, LF, LS; $800

**OAK HILL (BECKLEY)†—**
► WOAY-TV (4) ABC; Pearson; 357,230; $200

**PARKERSBURG—**
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

**WHEELING (STEUBENVILLE, OHIO)—**
► WTRF-TV (7) NBC, ABC; Hollingbery; 313,400; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

## WISCONSIN

**EAU CLAIRE—**
► WEAU-TV (13) NBC, ABC; Hollingbery; 82,373; $200

**GREEN BAY—**
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS, DuM; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

**LA CROSSE—**
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

**MADISON—**
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 126,750; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Radio Wisconsin Inc. (3) 12/7/55-Unknown

**MARINETTE (GREEN BAY)—**
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

**MILWAUKEE—**
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,223; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

**SUPERIOR (DULUTH, MINN.)—**
► WDSM-TV (6) NBC; Free & Peters; 123,000; $325
► KDAL-TV (3) See Duluth, Minn.

**WAUSAU—**
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 81,700; $250

**WHITEFISH BAY†—**
WITI-TV (6) 6/29/55-Unknown

## WYOMING

**CHEYENNE—**
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

## ALASKA

**ANCHORAGE†—**
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 20,000; $150

**FAIRBANKS†—**
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 6,500; $100
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 6,500; $135

**JUNEAU†**
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

## HAWAII

**HILO†—**
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

**HONOLULU†—**
► KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 78,500; $405
► KULA-TV (4) ABC; Young; 78,500; $300

**WAILUKU†—**
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55—Unknown

## PUERTO RICO

**MAYAGUEZ†—**
WORA-TV (5) CBS; 1/27/55-Unknown

**SAN JUAN†—**
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

## CANADA

**BARRIE, ONT.—**
► CKVR-TV (3)

**BRANDON, MAN.†—**
► CKX-TV (5) CBC; All-Canada, Weed; 9,982; $170

**CALGARY, ALTA.—**
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 33,500; $250

**EDMONTON, ALTA.†—**
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 35,000; $260

**HALIFAX, N. S.†—**
► CBHT (3) CBC, CBS; 26,000; $220

**HAMILTON, ONT.—**
► CHCH-TV (11) CBC; All-Canada, Young; 437,404; $450

**KINGSTON, ONT.—**
► CKWS-TV (11) CBC; All-Canada; $50,000; $250

**KITCHENER, ONT.—**
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 258,330; $350

**LETHBRIDGE, ALTA.—**
► CJLH-TV (7) CBC; All-Canada, Weed; 6,000; $160

**LONDON, ONT.—**
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 128,000; $370

**MONCTON, N.B.—**
► CKCW-TV (2) CBC; Stovin; 23,000; $200

**MONTREAL, QUE.—**
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC; CBC; 220,000; $680

**OTTAWA, ONT.—**
► CBOFT (9) CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

**PETERBOROUGH, ONT.—**
► CHEX-TV (12) CBC; All-Canada, Weed; 42,000; $230

**PORT ARTHUR, ONT.†—**
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

**QUEBEC CITY, QUE.—**
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

**REGINA, SASK.†—**
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 20,000; $230

**RIMOUSKI, QUE.†—**
► CJBR-TV (3) CBC; Stovin, Young; 17,000; $200

**ST. JOHN, N. B.†—**
► CHSJ-TV (4) CBC; All-Canada, Weed; 35,000; $250

**ST. JOHN'S, NFLD.—**
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 9,500; $200

**SASKATOON, SASK.†—**
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

**SAULT STE. MARIE, ONT.†—**
► CJIC-TV (2) CBC; All-Canada, Weed; 10,600; $170

**SUDBURY, ONT.—**
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

**SYDNEY, N. S.†—**
► CJCB-TV (4) CBC; All-Canada, Weed; 23,690; $240

**TORONTO, ONT.—**
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC 440,000; $950

**VANCOUVER, B. C.†—**
► CBUT (2) CBC; CBC; 142,000; $500

**WINDSOR, ONT. (DETROIT, MICH.)—**
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

**WINNIPEG, MAN.†—**
► CBWT (4) CBC; CBC; 69,000; $320

## MEXICO

**JUAREZ† (EL PASO, TEX.)—**
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

**TIJUANA† (SAN DIEGO)—**
► XETV (6) Weed; 324,558; $500

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**The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.**

[Stations continues from page 66]

## Charles Black, T. W. Thuman Head WILD Birmingham, Ala.

MR. BLACK MR. THUMAN

APPOINTMENT of a management team to direct operations of WILD Birmingham, Ala., was announced last week by Sherwood R. Gordon, president of Gordon Broadcasting Co., which recently purchased the station.

Charles A. Black, vice president of the company, which also operates WSAI-AM-FM, Cincinnati, Ohio, has assumed the chief executive position at WILD as managing director. He will have overall responsibility for all phases of operation at WILD.

Thomas W. Thuman, formerly national sales manager for Gordon, has been named a company vice president and director of sales at the Birmingham station.

## WCBS New York Billings Up 7% Over Last Year

FOR THE THIRD consecutive year, gross billings and new business at WCBS New York were higher than in the previous year, according to Carl Ward, general manager, and Henry Untermeyer, sales manager. In a yearend statement they reported gross billings 7% over 1954 and new business up 10%.

Mr. Untermeyer said prospects are bright for 1956, with nine sponsors already having signed 52-week contracts and Shell Oil having renewed sponsorship of the *Herman Hickman Sports Show* on the station for the third year. The 52-week sponsors include National Dairy Products Corp., Shulton Inc., Esso Standard Oil, Sterling Drug, Continental Baking Co., Slenderella, American Safety Razor Co., Franklin Savings Bank and Sheffield Farms. Thirteen other advertisers, Mr. Untermeyer said, have signed for participations in various programs on a less than 52-week basis.

## McGannon Urges Selectivity In Choosing Children's Fare

PARENTS should exercise "selective tuning" for their children, and young people should "use television for the value it can offer"—as a supplement to, not a substitute for, such other activities as physical exercise, studies, sports, and reading of literature.

This view was advanced by Donald H. McGannon, president of Westinghouse Broadcasting Co., in an address Tuesday before some 700 fathers and youngsters of the Boston Rotary Club.

Parents and broadcasters "have a joint responsibility to the children we serve," he said. Broadcasters strive "to present regularly and consistently good material that will not only feed the adventuresome spirit and the imagination of youth but programs also which will contribute to their education and development."

Mr. McGannon also saw educational tv as "a principal element of the schoolroom of tomorrow," and urged his listeners to give WGBH-TV Boston, educational station, "not only your further support but your interest in (its) day-by-day activities."

WBC operates, among other stations, WBZ-AM-TV Boston.

## Ga. Stations Combine In Sales

IN A STATEMENT being released today (Monday) Lewis H. Avery, president of Avery-Knodel Inc., station representative firm, emphasized that beginning yesterday (Sunday), the Georgia "big five" group of radio stations—WGST Atlanta, WGAC Augusta, WRBL Columbus, WMAZ Macon and WTOC Savannah—are being sold to spot advertisers in "combination." Mr. Avery said A-K salesmen are presenting the group to agencies and advertisers by means of a "brief easel presentation." The group, according to Mr. Avery, has a standard metropolitan area coverage of eight out of Georgia's 159 counties accounting for more than one-half of all retail sales transacted in the state.

## Blair Switches to KHQ-TV

J. BIRNEY BLAIR, with KHQ Spokane for almost a decade, has been named sales manager of KHQ-TV. The appointment was effective Dec. 31. Mr. Blair succeeds John Pindell, who became local sales manager of KING-TV Seattle.

## 1955 Billings Increase 15% At WRCA-AM-TV New York

YEAR-END statement released last week by Hamilton Shea, NBC vice president in charge of WRCA-AM-TV New York, revealed that the station's billings in 1955 increased by 15% over those in 1954.

Mr. Shea said that WRCA-TV showed an increase of 18% in 1955 over 1954 and WRCA an 8% rise for the same period. He attributed the rise in business of the stations primarily to a growing pattern of year-round advertising by sponsors who heretofore had participated in seasonal buying.

WRCA-TV leads all other local New York tv stations in color programming, Mr. Shea claimed, pointing out that the last 19 minutes of *Jinx's Diary* and Tex Antoine's *Uncle Wethbee* weather forecast, both carried on a Monday-Friday basis, are presented in color regularly.

## Free & Peters Makes King Assistant Vice President

PROMOTION of Lon A. King to the newly-created post of assistant vice president at Free & Peters Inc., New York, station representatives, was announced last week by the company. Mr. King will specialize in station promotion and also will work closely with H. Preston Peters, president; Russel Woodward, executive vice president, radio, and Lloyd Griffin, vice president, television.

The company also announced that John P. Haskell has been named to the New York sales staff as television account executive. Mr. Haskell was with WTOP-TV Washington.


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REMOTE CONTROL SYSTEM

MEETS FCC REQUIREMENTS OF SINGLE TRANSMITTER STATIONS

Here's a new, reliable system with sufficient capacity to meet FCC requirements for single transmitter stations. Engineered with the same quality components and workmanship as more elaborate Rust systems, its simplicity of design minimizes installation and maintenance work. Thousands of dollars can be saved annually with this economical remote control. Why not investigate the possibility for your station?

GET THE FACTS! WRITE US TODAY!

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130 SILVER STREET
MANCHESTER, N.H.

MODEL 108 SERIES E

Complete with control relays for filament and plate power, motorized plate rheostat, all FCC required tower light and transmitter remote metering units.

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WWJ
DETROIT
FIRST IN DETROIT
• PROGRAMMING
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ASK DETROITERS!
BASIC NBC AFFILIATE
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
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BMI
"According to the Record"
Continuities for February
A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.
February's "*According to the Record*" includes stories about Abraham Lincoln's birthday, P. T. Barnum and his animals, Queen Elizabeth, II, George Washington's Birthday and other significant and entertaining highlights and sidelights of the years past.
BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 11th successful year.
For sample scripts please write to Station Service Department
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



## Campbell Handles N. Y. Sales For Three Storer Stations

DONALD P. CAMPBELL, tv account executive, Edward Petry & Co., New York, national station representatives, has been appointed New York sales executive for three of the Storer stations — WSPD-TV Toledo, WGBS-TV Miami and KPTV (TV) Portland, Ore., Tom Harker, vice president and national sales director, Storer Broadcasting Co., announced last Tuesday.

MR. CAMPBELL

In his sales and promotion capacity with the three Storer stations, Mr. Campbell will work with both The Katz Agency and NBC-TV Spot Sales.

### REPRESENTATIVE APPOINTMENTS

**WDCL Tarpon Springs, Fla.,** names Thomas F. Clark Inc., N. Y., national representative.

**WGH Norfolk, Va.,** appoints Forjoe & Co., N. Y.

**KJR Seattle, Wash.,** and **KXL Portland, Ore.,** of Mt. Rainier Radio & Tv Bcstg. Co., name The Branham Co., Chicago, eastern national representative, and McGavren-Quinn Co., S. F., for San Francisco and Los Angeles representation.

### STATION PEOPLE

**Nelson Alquist,** formerly control room supervisor, WMCT (TV) Memphis, Tenn., appointed chief engineer, KBTV (TV) Denver.

MR. ALQUIST

**Joseph S. Sample,** formerly vice president, media director, Dancer-Fitzgerald-Sample Inc., Chicago, named president, KOOK-AM-TV Billings, Mont., replacing **C. L. Crist,** retired.

**Robert W. Cessna,** manager, WALM Albion, Mich., appointed manager of WABJ Adrian, Mich. He has been in radio 10 years.

MR. CESSNA

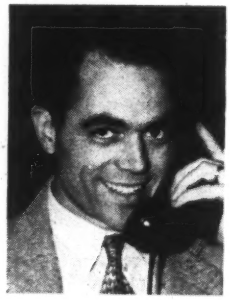
**J. McCarthy Miller,** commercial manager, WSPB Sarasota, Fla., named general manager of WDCL Tarpon Springs, Fla. **Richard Buckingham** appointed station news editor.

**Doug Bell,** formerly continuity director, WSOC Charlotte, N. C., appointed program manager that station, succeeding **Armand Bodie,** resigned. **Dick Curlee** will assume Mr. Bell's former duties. **P. L Herrington** appointed sales representative.

### Color Radio in Texas

"COLOR RADIO" comes to Dallas tomorrow (Tuesday) when KLIF begins its "color" broadcasts. KLIF officials described the process as "the newest entertainment miracle" but declined to divulge technical details. Martha Hyer, Hollywood starlet, was selected by the station as "Miss Color Radio of 1956" and received an award in connection with the station's plans.

**Eugene Phelps,** engineering supervisor, KPTV (TV) Portland, Ore., promoted to chief engineer, succeeding **William McAlister,** resigned. Mr. Phelps has been with KPTV since it started telecasting three years ago.


MR. PHELPS

**Bob Love,** formerly on engineering staff, KMJ Fresno, Calif., to KBIF Fresno, as chief engineer, replacing Robert Ulrich, resigned.

**Jim Caldwell,** radio program director, WAVE Louisville, Ky., also assumes promotion management of WAVE-AM-TV, succeeding **Charles Hill,** resigned to become advertising manager of General Plywood Corp., Louisville. **Harry Lockhart,** music director, WAVE-AM-TV, adds radio production managership to his present duties.

MR. CALDWELL MR. LOCKHART

**Larry U. Kindle,** chief announcer, KFYR-AM-TV Bismarck, N. D., appointed television program director.

**John J. Corrigan,** announcing and special events staff, KXOK St. Louis, appointed director of publicity and promotion, replacing **Frank Doyle,** resigned.

**Mrs. Ben Potter,** wife of president of WHBF-AM-FM-TV Rock Island, Ill., died Dec. 13.

**Arnold A. Kohn,** technical staff, KRON-TV San Francisco, died Dec. 1, following an illness.

**John Vrba,** vice president in charge of sales, KTTV (TV) Los Angeles, father of girl, Dec. 12.

**Anita Gordon,** musical star, KTLA (TV) Los Angeles, mother of twin girls, Patricia Ann and Vickie Lynn, Dec. 9.

# Kintner Reports 45% Rise in ABC Billings

**Network president says that tv operation makes greater increase than other two in citing reasons for big gain.**

AN INCREASE of nearly 45% in gross billings in 1955 over the previous year at ABC-TV is being reported today (Monday) by Robert E. Kintner, ABC president.

In his year-end statement, Mr. Kintner asserted that this increase was (1) "a greater percentage increase than any other television network" and (2) a "trend" that will continue in the new year. Mr. Kintner marshalled data on station lineups, program audience and ratings, program hours carried on stations, plus new shows, to illustrate his statement that ABC-TV "closed substantially the gap between us and the other two major networks."

The network head said ABC last year marked the midpoint of its "five-year plan of growth and expansion with achievements and programs that speak for themselves." The plan, described by Mr. Kintner, emerged from the creation in February 1953 of American Broadcasting-Paramount Theatre's Inc., ABC's parent company.

Radio network gains, he said, included revitalization of the night-time schedule highlighted by the *New Sounds For You* concept; strengthening of the morning block by introducing Walt Disney's third ABC entry, *Magic Kingdom;* follow through of ABC Radio's segmented selling plan that attracted new advertisers and returned others; debut of *It's Time,* five minute, new feature type capsule programs in the week-end schedule, and "continued success" of regular news programs, including *Texaco News Reporter.*

In addition to the gross billing increase, other ABC-TV gains claimed by Mr. Kintner: a 43% rise in "average audience" for tv programs, "a gain greater than that of any other television network;" more than doubling in the ratings of time periods programmed commercially from the network on affiliated stations in 1955; debut of Mr. Disney's *Mickey Mouse Club* in daytime programming and the expansion in 1956 of this schedule to include the *Afternoon Film Festival,* and "improved affiliate relationships with 11 stations signing exclusively with ABC and 10 others increasing their power."

Mr. Kintner said that in 1955, "to further improve our affiliate situation, ABC submitted a plan to the FCC which in our opinion is a complete solution to the problem of television allocations."

## ABC Radio Shifts News To Bolster Listenership

ABC Radio news realigned three of its news commentary programs yesterday (Sunday) in a move to bolster its weekend listenership. *Paul Harvey News,* heard from 9-9:15 p.m. EST, moved back to the 6:15-6:30 p.m. slot, preempting *Ted Malone's Lifetime Living,* which moved to the 9:15-9:30 p.m. slot. Latter time period was vacated by *Overseas Assignment,* which last night began to occupy 9-9:15 p.m. period.

Of the three shows, two are sustaining, while Mr. Harvey's program is sponsored by Bankers Life & Casualty Co., through Grant, Schwenck & Baker Inc., Chicago.

### Big Future

ABC is "certain that radio has a bigger and broader future than ever before," Robert E. Kintner, ABC president, said Wednesday. Mr. Kintner was interviewed during the "Let's Visit" segment on ABC Radio's *New Sounds For You* nighttime show (7:30-10 p.m. EST), which was described by the network president as an example of the "more intimate means of communication to the listener."

"We want to be able to turn to radio just as we glance at our wristwatches easily, wherever we are. We want information from our radio, information that is brief and to the point and exciting. And this kind of personalized radio can give us not only news, but spiritual and individual guidance," Mr. Kintner said.

While making programs "highly personal," ABC Radio also is attempting to provide "regularly scheduled programs. . . . For while radio has now given all of us tremendous freedom of movement, we want to be able to pinpoint our listening as well," he said.

## Networks, Stations On Top of Flood News

NETWORK coverage of floods that struck northern California and other western areas in the past fortnight was immediate and extensive. Activity reported to B•T included:

ABC Radio claimed to be the first network in getting reports of the floods out of the Pacific Northwest and to listeners. Use was made of a ham operator whose on-the-spot reports were handled through KIEM-TV Eureka, Calif., and KBES-TV Medford, Ore. His accounts pictured the situation at Eureka where communications had been interrupted. The report subsequently was inserted into ABC Radio evening news shows.

ABC Radio's coverage included on-the-scene interviewing in the disaster area on the day of the Marysville evacuation, of Army officials in Reno, Nev., and of helicopter pilots who covered the scene from the air. Flood victims also were interviewed for first-hand reports.

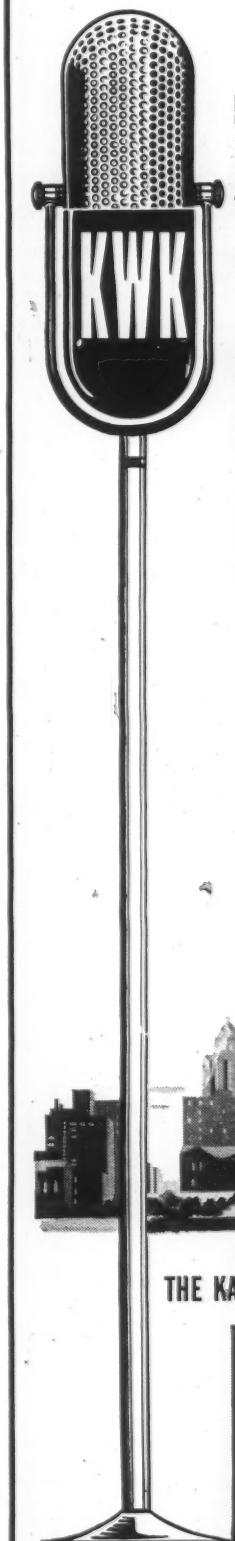
NBC-TV and NBC-Radio inserted on-the-scene flood reports on regular news shows, particularly the morning *World News Roundup* and the evening *News of the World* programs on NBC Radio and *News Caravan* on NBC-TV and made some use of the *Today* and *Tonight* shows for special films and/or filmclips.

Among the newsmen taking part in coverage for the network were Webb Russell of KGW Portland, Ore.; Ed Arnow and Charlie Stanyan, both in San Francisco; Clyde Peterson at Reno, and Walter Cole at Boise, Idaho. Among the reports aired by NBC Radio was a statement by Gov. Goodwin Knight of California.

Radio and tv stations in northern California played dramatic roles in the disaster.

Three of the stations told B•T of their activities during the catastrophe:

After the flood inundated the studios and transmitter of KXOB Stockton (Mutual-Don Lee affiliate), another Stockton station, KGDM (a CBS affiliate), gave its unfortunate neighbor —without charge—alternating half hours so that KXOB could continue broadcasting all of its local programs. KGDM stayed on the air "solidly day and night, working with all disaster and flood control officials, and giving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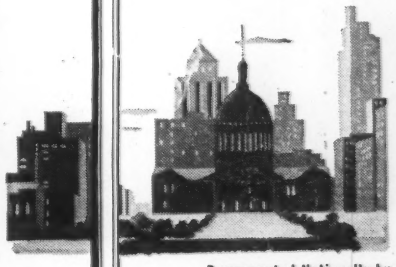
GIL NEWSOME
TOM DAILEY
DAVE ALLEN

SELL

ST. LOUIS

When you use these outstanding disc jockeys you get results from your advertising dollars!...



Represented Nationally by
THE KATZ AGENCY, INC.

KWK

eye-witness first hand coverage of the flood. . . ."

The standby emergency generator at KRON-TV San Francisco kept that station on the air for almost three hours Dec. 18 when the "worst storm in 30 years" hit the bay area. Although the press reported that roofs were blown off, cars overturned, store windows shattered and families evacuated from flooded areas, the emergency power kept pumping the channel 4 signal with only minor interruptions.

KPIX (TV) San Francisco came through with extensive news coverage when it sent out on an around-the-clock basis newsreel camera and still shot crews to disaster areas. Some of the exclusive film and tape recordings that resulted were flown back to the station, and KPIX schedules were interrupted for the bulletins, newsreels and recordings that were amassed.

## Playwright Kingsley Signs Exclusive Pact With CBS-TV

PULITZER PRIZE winning playwright Sidney Kingsley has been signed by CBS-TV. The contract, negotiated for Mr. Kingsley by his attorney, Arnold M. Grant, provides the network with his exclusive services as a producer, writer and director for five years.

Announcement of the acquisition of Mr. Kingsley's services was made Wednesday by Mr. Grant and Hubbell Robinson Jr., vice president in charge of CBS-TV programs. Mr. Kingsley's contract was effective yesterday (Sunday). Under terms of the agreement, he will create a number of special productions for CBS-TV. He already has begun work on a new CBS-TV series.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## Year-End Review Shows CBS-TV Gross Gain 30%

**Roundup claims more business in first 10 months of 1955 than all of 1954, addition of 15 affiliates, points up color programming growth and lists network highlights during the year just ended.**

GROSS BILLINGS of CBS-TV increased 30% in 1955 over the preceding year, with advertisers investing more with the network in the first 10 months of the year than in all of 1954, according to a year-end summary of CBS-TV activities.

In its review released last week, CBS-TV also claimed the 10-month spending by advertisers on the network to be more than national advertisers spent in an entire year in any single advertising medium. (In 1954, CBS-TV and NBC-TV individually had outstripped *Life* magazine as the single, leading advertising medium revenue gainer.)

During the year, CBS-TV said, the network's operating stations increased by 15 to 217. Programming gains included the popular success of the regular half-hour series, *The $64,000 Question*, the 90-minute *Judy Garland Show*, the addition of such comedy, drama and children's shows as the respective *You'll Never Get Rich*, *Ford Star Jubilee* and *Captain Kangaroo*. News and public affairs' program innovations included *Let's Take a Trip*, *Look Up and Live* (religious workshop sessions) and the expanded *See It Now* series. Spot activity coverage was increased nearly five times over 1954, the network claimed.

The network noted that in January CBS-TV became the first network to join Television Bureau of Advertising. During the year, Chevrolet Motor Div. of General Motors Corp. marked a first regular appearance in daytime tv by any major representative of the auto industry when it bought into the *Garry Moore Show* and J. P. Stevens & Co. (textiles) became a sponsor of *Omnibus*, in what was claimed to be the first time a major network tv series was sponsored by a leading fabric manufacturer.

CBS-TV listed these clients as having been new to television: Sterns Nurseries, Seven-Up Co., Serta Assoc. Inc., The Maybelline Co., Larsen Co., Ideal Toy Co. and CBS-Hytron. Those previously in tv but which joined CBS-TV during the year: Armour & Co., Curtiss Candy Co., The Dow Chemical Co., The Elgin National Watch Co., Gerber Products Co., Lewis-Howe Co., Mullins Mfg. Corp., Ralston Purina Co., Rexall Drug Co., A. E. Staley Mfg. Co., United States Steel Corp. and Wesson Oil & Snowdrift Sales Co.

Other CBS-TV events during the year: Approval by FCC of CBS-TV purchase of WOKY-TV Milwaukee (call letters changed to WXIX [TV]); purchase of WGTH-TV Hartford, Conn., from General Teleradio Inc., subject to FCC approval; introduction of an extended program service plan (to assist affiliates in solving programming problems in smaller market areas); accreditation by the Soviet government of Daniel L. Schorr as permanent CBS news correspondent in Moscow; CBS Newsfilm was named in May to supply filmed news coverage of North and South America and the Far East to Independent Television News Ltd., England (British commercial tv company handling news); emergence of sports coverage as a year-round operation on the network with nearly 70 different major sports events being covered; continuance of two regular color programs on the network in the spring, *Best of Broadway* and *Shower of Stars*, and in the fall, *Shower*, *Ford Star Jubilee*, a new 90-minute monthly color series, *Red Skelton Show* and *Gene Autry Show*, both weekly programs.

In addition, the network telecast various regular programs in color on a single time basis and during the summer altered its Studio 72, New York color facility, to increase the staging area 2,000 sq. ft. while installing portable seating for the audience.

## Three Join ABC Radio

ABC RADIO's addition of two midwestern and one southern affiliate has been reported by Ed DeGray, ABC Radio station relations manager. KIOA Des Moines, owned and operated by Farm & Home Radio Inc. (which also operates KMMJ Grand Island, Neb.), affiliated Dec. 24. KIOA operates with 10 kw daytime and 5 kw nighttime on 940 kc. Other stations: WHBQ Memphis, with 5 kw daytime and 1 kw nighttime on 560 kc, joining Jan. 2, and WBEX Chillicothe, Ohio, with 250 w on 1490 kc rejoining ABC Jan. 15 after two years operation as independent.

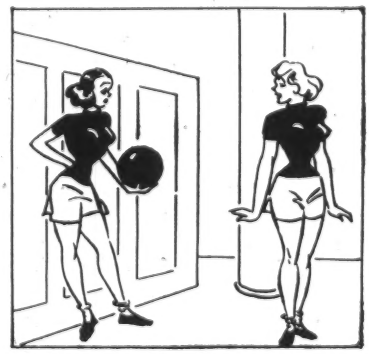
## KHAD-TV Joins NBC

ADDITION of KHAD-TV Laredo, Tex., as an optional NBC-TV affiliate, effective yesterday (Sunday), was announced last week by Harry Bannister, NBC vice president in charge of station relations. KHAD-TV (ch. 8), which is owned by the Vidicon Industries of America, is included in the NBC Program Extension Plan (PEP).

### NETWORK PEOPLE

**Fred Freed,** writer-producer of *This Is New York* and *Eye On New York* on WCBS-AM-TV New York, appointed script editor, NBC-TV's *Home* show, effective Jan. 2. He succeeeds Senior Editor **Al Morgan,** who has taken leave to write screen play of his novel, "The Great Man."

**Irving R. Levine,** NBC news' Moscow correspondent, first Western non-Communist radio newsman to be given permanent accreditation by U.S.S.R. since 1948, returns to N. Y. this month for a brief visit. He is expected to leave Russia about Jan. 11.

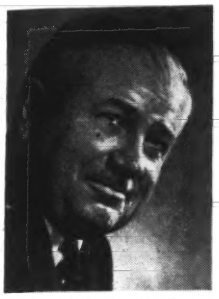
"I find that listening to KRIZ Phoenix develops my savoir faire."

# FOLSOM LOOKS AHEAD, SAYS RCA EXPECTS TO SELL OVER 200,000 COLOR SETS IN '56

**RCA president sees color receiver production in first half of this year doubling output of last six months of 1955. Included in review of last year is report that 13 million consumer purchases of radio sets brought sets-in-use total to more than 125 million.**

RCA expects to sell upwards of 200,000 color receivers in 1956 when retail sales of color sets may account for as much as $175 million, according to Frank M. Folsom, RCA president.

In a year-end statement Friday, Mr. Folsom reviewed RCA's past accomplishments and the outlook for the year ahead. His confidence in color progress echoed that of Brig. Gen. David Sarnoff who had indicated a first billion - dollar year in sales for RCA [B•T, Dec. 26, 1955].



MR. FOLSOM

Mr. Folsom said that RCA plans to produce about twice as many color receivers in the first half of 1956 as were produced in the last half of the year just ended. Noting increases in color programming, Mr. Folsom said that "color entertainment is ample to warrant the volume purchase of color tv receivers by the public" and that public preference "appears destined to boost color television into the status of a 'billion dollar baby' well ahead of expectations."

Mr. Folsom said that "trends and yardsticks" in the nation's business point for the year ahead "one of the greatest quality markets in history" for most segments of American industry, including radio-tv and electronics.

He said that in 1955 the electronics industry set an all-time record of $11 billion in sales and that his forecast of a "bright" outlook was based on customer preference for quality products bringing higher-priced items as merchandise leaders; of color tv's expected expansion; the biggest Christmas retail business in history with buying to carry over; impetus of large-scale orders already in the hands of manufacturers; new products and production techniques; prospects for continued high-level employment and personal income, and an expanding economy that stimulates hig[h] standards of living.

Repeating Gen. Sarnoff's measure of RCA sales at the billion-dollar level for 1955, Mr. Folsom predicted that in 10 years, RCA's business will be "at least two billion dollars a year."

Mr. Folsom said the electronics industry will grow more rapidly than most other industries with the value of electronics in 1964 more than tripling its 1950 value while the gross national product may not have quite doubled. Although reasons for the growth, he said, are many, two facts are increased population creating new or bigger markets and new and improved electronic products.

Areas in which outstanding sales volume in 1956 may be expected, he said, are black-and-white and color receivers, industrial tv, tv transmitting equipment, electronic tubes and components, microwave relay systems, radio sets, phonographs, high fidelity instruments, records and military electronic apparatus. A record dollar volume should be attained in service operations (installation, maintenance as well as replacement), he said.

The RCA president said that monochrome tv receiver production last year set an all-time record of 8.3 million units or nearly $2 billion in retail value. Of this amount, said Mr. Folsom, RCA Victor tv division made and sold more than 1 million. The year 1956, Mr. Folsom said, will be "the first big year of color production and sales, pointing to mass output and lower prices—color will be an important part of our sales and profit picture—while we will continue to produce whatever quantity of black-and-white receivers necessary to satisfy public demand."

Heavy sales of radio in 1955 was cited in the Folsom report, which noted consumer purchases of approximately 13 million receivers "bringing to more than 125 million the number of sets in use." High fidelity industry sales reached an estimated $50 million, Mr. Folsom said. The record industry's outlook was also good to Mr. Folsom who saw RCA Victor's price reductions of a year ago this month as having had "striking impact on the industry. The yearend backlog of government orders with RCA he placed at about $275 million with a total of $220 million in government contracts completed during the year. Foreign market sales should be bright, Mr. Folsom noted, specifically emphasizing sales of tv and microwave systems."

## Raytheon Plans Big Campaign To Sell New Color Receivers

RAYTHEON Mfg. Co. last week announced plans to launch a concerted "city-by-city, market-by-market" drive this month in behalf of its new 21-inch color receivers.

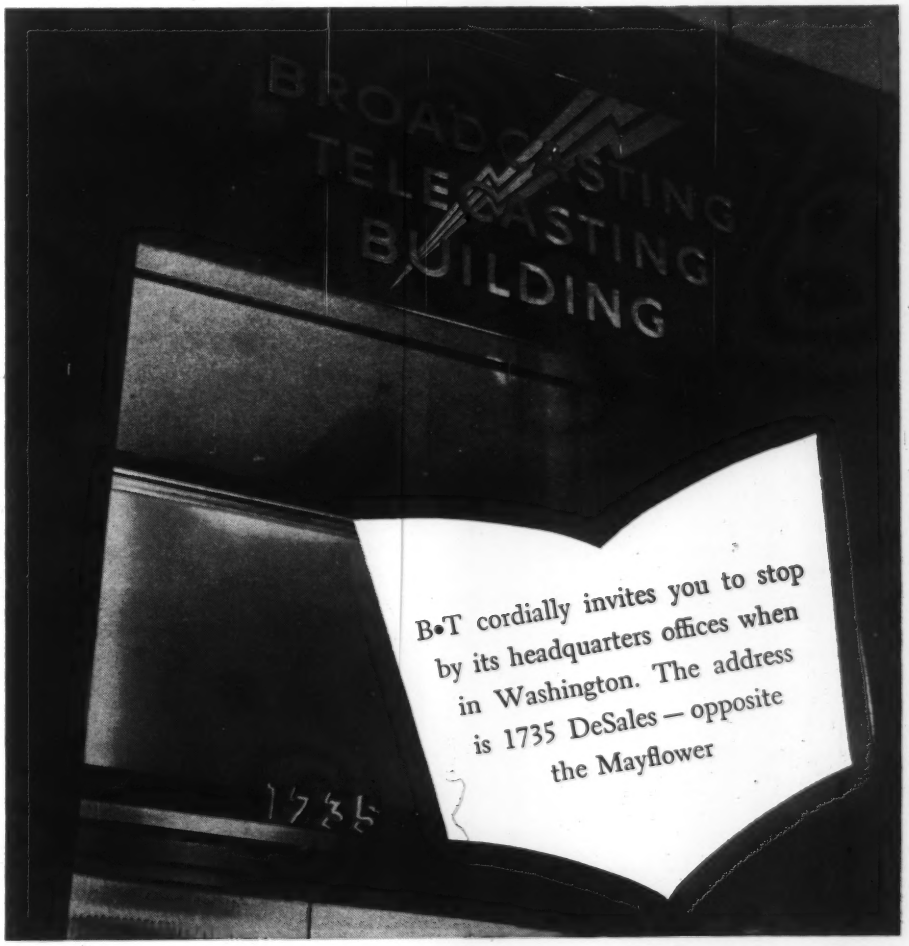
Anticipating industry-wide sales of 300,000 sets in 1956, Henry F. Argento, vice president and general manager of the firm's tv-radio operations, promised "old-time, hard-hitting salesmanship" to market the receiver, stressing simplicity of operation as the theme. He scored "the impression" that color tv "won't work unless an engineer stands over it with a screwdriver."

Mr. Argento declined to reveal Raytheon's current color tv unit production rate or what the new sales drive would require in terms of future units. He noted that Raytheon has been turning out color sets for two years—graduating from the 15½-inch models (with 12½ picture) through 19-inch types to the 21-inch sets last August. Raytheon makes its own picture tubes as well as other tubes and components.

Raytheon's agency is Henry M. Hempstead Co.

## RCA Ships Tv Equipment To WBTV (TV), WSPA-TV

RCA REPORTED shipment Thursday of a 12-bay antenna to WSPA-TV Spartanburg, S. C., (ch. 7) and a live color camera chain to WBTV (TV) Charlotte, N. C. (ch. 3), shipped Dec. 19.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## Color, Monochrome Sales Equal by 1958—Abrams

COLOR and black-and-white television set sales will be approximately equal by 1958, about 500,000 color sets will be produced in 1956, rising to 1.5 million in 1957 and 3 million in 1958, Benjamin F. Abrams, president, Emerson Radio and Phonograph Corp., Jersey City, predicted at a news conference held last week in New York.

Mr. Abrams forecast color tv set prices at from $400-500 in 1957 and about $300 in 1958. Sales of black-and-white sets, he continued, will level off in 1956-57 and approximate those of color sets by 1958. He estimated Emerson will produce about 25-35,000 color sets in 1956.

Later last week, on Thursday, Mr. Abrams presided at a national meeting in Jersey City of the company's sales executives and field representatives, and presented a new line of radio, television, phonograph and air conditioning units. Included in the new line was a portable transistor radio with a claimed battery life of 1,500 hours; a 21-inch color receiver consolette to supplement Emerson's color console model, and a new air conditioner, called the "Electronic Germ-Killer," which reduces airborne bacteria in a room to "insignificant numbers," and has the usual cooling and ventilating functions.

Mr. Abrams told the meeting that company sales in 1955 increased 10% over 1954 and estimated that net profits would be 30% over those of 1954.

## Alves Promotion Announced By General Electric Co.

PROMOTION of Mario Alves from manager of quality control for broadcast equipment of the General Electric Co. to manager of manufacturing for the department was announced last week by Paul L. Chamberlain, general manager for broadcast equipment. In his new post, Mr. Alves will be responsible for the manufacture of GE's line of radio and tv station transmitting equipment.

Mr. Alves joined GE at Schenectady in 1949 in the company's test program and in 1951 he was assigned to the Knolls Atomic Power Lab. as an operations specialist, subsequently becoming supervisor of engineering. He was transferred to Electronics Park in 1953 as a general foreman, and in 1954 was appointed manager of quality control.

## Raytheon Drives for Motel Tv

RAYTHEON MFG. Co. is launching a full-scale three-month drive this week to install tv receivers in the country's motels, hotels and institutions, it was announced by Henry F. Argento, vice president and general manager of tv-radio operations. As part of the campaign, distributors will be given bonuses based on the number of sets they sell. Prime target, according to Mr. Argento, is the nation's 56,000 motel owners.

## Tarzian Quotes Prospects, Price of Scatter Equipment

SARKES TARZIAN Inc. has announced that forward scatter equipment for 2,000 mc can be obtainable in five to ten months at an aggregate cost of $42,000-$52,000. According to Biagio Presti, Tarzian sales manager, a one kilowatt transmitter and two receivers would cost from $30,000 to $40,000. Transmitting and receiving, 28-ft. parabolas, including tower or ground mounts, will cost an additional $12,-000, he said. These figures are tentative, Mr. Presti declared. He also said he is fairly certain the equipment will handle a six mc tv signal.

The forward scatter method of long distance relay utilizes the "scatter" effect of vhf and uhf signals from the ionosphere and troposphere. The system requires high powered transmissions and large, high gain, narrow beam receiving and transmitting antennas [B•T, Nov. 21].

## DuMont, Canadian Firm Sign

CONSUMMATION of a patent agreement between DuMont Television & Electronics Ltd., the company's Canadian subsidiary, and Canadian Aviation Electronics Ltd., Montreal, was announced last week by Ernest A. Marx, director of the Allen B. DuMont Labs' International Div., and vice president of DuMont Television & Electronics Ltd.

Under the agreement, Canadian Aviation Electronics has been appointed administrator and licensing agent in Canada for all DuMont's Canadian patents, covering the manufacture and sale in Canada of cathode-ray tubes, television transmitters, and electronic instruments and other electronic products. Mr. Marx said that CAE has been and will continue to be an exclusive licensee in Canada for the manufacture and sale of DuMont television receivers under the trade mark of "IAE-DUMONT."

## DuMont Names Patten

REAR ADM. Stanley F. Patten (ret.), vice president and director of Allen B. DuMont Labs, has been elected treasurer, succeeding Paul Raibourn of Paramount Pictures who continues as a director of the DuMont organization. The post is an additional office for Adm. Patten.

## RCA Plans Marine Expansion

RCA plans to expand its operations in the field of marine radio communications, manufacturing, marketing and servicing to "fill the needs of increasing numbers of customers," it was announced last week by Frank Folsom, RCA president. Mr. Folsom said that if the FCC approves, the marine radio traffic operations of Radiomarine Corp., a service of RCA, will be transferred to RCA Communications Inc.

## FT&R Seeks Selenium

FEDERAL TELEPHONE & RADIO Co., Clifton, N. J., division of IT&T, has announced it has launched a campaign to reclaim selenium, a material that is "badly needed" for radio, tv and power rectifiers. Company is advertising to its customers, pointing out that Federal will pay for every used selenium rectifier which is returned for salvage.

## Columbia Names Greenspon

HERBERT M. GREENSPON, director of manufacturing and technical operations, Columbia Records Inc., New York, has been named vice president in charge of manufacturing, Columbia's president, James B. Conkling, announced last week. A veteran of 20 years with the firm, Mr. Greenspon will be responsible for all recording and order service functions as well as for Columbia's entire record manufacturing operations both here and abroad.

## Tube Replacements Predicted

TV SET OWNERS will spend $300 million in 1956 for picture tube replacement for more than six million receivers, according to J. M. Lang, general manager of General Electric Co.'s Tube Dept., Schenectady.

Basing his prediction on "normal replacement statistics," Mr. Lang also said he expected more than 150 million of the smaller vacuum tubes in tv and radio sets to be sold this year.

### MANUFACTURING PEOPLE

**Fred Lieberman,** formerly vice president, general manager, Jerrold-Ohio Inc., subsidiary of Jerrold Electronics Corp., Philadelphia, appointed sales manager in charge of subsidiary and branch sales operations of Jerrold Electronics.

**Joel E. Cole,** former general manager and chief engineer, WJMA Orange, Va., appointed sales engineer for Florida and southeastern territory, Gates Radio Co., Quincy, Ill.

MR. COLE

**Herman W. Leitzow,** domestic sales manager, Schering Corp. (pharmaceuticals), Bloomfield, N. J., elected vice president of company.

**Wallace F. Baker** appointed assistant general sales manager, Westinghouse Electronic Tube Div., Elmira, N. Y.

**Edward W. Stack,** Stack Electronics, Binghamton, N. Y., to CBS-Hytron Sales Corp., as salesman, southern California sales district.


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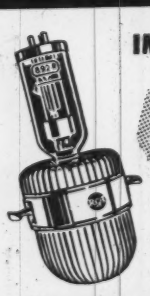

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## —PROGRAMS & PROMOTIONS—

### GETS EARLY BOWL START

WKZO-TV KALAMAZOO, Mich., weeks ago conducted a "Rosebowl Special" flight to Pasadena, Calif., preparing for today's Mich. State U.-UCLA football coverage. Len Colby, WKZO sports director, and Al Reddick, member of his staff, filmed and taped behind-scenes shots to be included in four quarter-hour, one 60-minute tv program and 10 quarter-hour radio stanzas. Today (Monday) the staff went into action on the field in MSU's hotel and at parties and celebrations.

### STATION LAUNCHES SAFETY DRIVE

WRCA-AM-TV NEW YORK, is launching a "Fire-Away" safety campaign this week in cooperation with the New York City Fire Dept. Utilizing their special events staff, the two stations will send radio reporters and tv camera crews along with fire trucks to fires while stressing to the viewing and listening audiences the causes behind each fire. Stations also will air saturation spot campaigns to back up the special events programs.

### BETTE DAVIS DEBUT SET

ACTRESS BETTE DAVIS will make her tv debut Feb. 25 when she will star in the *General Electric Theatre* on CBS-TV, 9-9:30 p.m. EST. A spokesman for the program said Miss Davis joins the ranks of such stars as Jane Wyman, Joan Crawford, Joseph Cotten and Alan Ladd for whom the *GE Theatre* was their first tv vehicle.

### WJIM-AM-TV HOLIDAY LIGHTS

CHRISTMAS ANGELS hovered over the facade of the WJIM-AM-TV Lansing, Mich. Country House studios in a special 45 by 25 ft. holiday display designed by Valerie Clarebout, English lighting artist known for her New York Christmas displays. The station telecast the lighting ceremonies, attracting an audience of several thousand to the display made up of 600 flickering bee lights with 20,000 watts of floodlight power.

### KCOH CHOOSES NEGRO QUEEN

ETHEL BANKS of Houston, Tex., has a new title, Miss KCOH, as a result of a recent KCOH Houston contest seeking the city's most attractive Negro girl. Ten thousand spectators attended the contest which was held in conjunction with a program featuring musicians Count Basie, George Shearing, T-Bone Walker and Ruth Brown. Miss Banks' title and prizes were awarded by Count Basie.

### GEIGER COUNTER FINDS GOLD

GEIGER COUNTER click was thought at first by Lawton, Okla., listeners to be static, but it turned out to be *Radio-Active*, KWSO's 1-4 p.m. program which uses the Geiger Counter to identify its mobile news and music. KSWO's broadcast radio is being praised for public service and is paying its way as well. Advertising is keyed to the weekly *Radio-Active* theme, with a new theme each week. During Fire Prevention Week the show was sold out to local fire insurance agents; garages and auto service people bought heavily around Safe Driving Day. If, as has been said, imitation is the sincerest form of radio, *Radio-Active* claims the compliment. There are eight other shows on area stations patterned after it, KSWO says.

## —FOR THE RECORD—

# Station Authorizations, Applications

## (As Compiled by B • T)

### December 21 through December 28

***Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.***

**Abbreviations:**

**Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.**

### Am and Fm Summary Through Dec. 28

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|---|---|---|---|---|---|
| Am | 2,814 | 2,795 | 217 | 223 | 268 |
| Fm | 536 | 527 | 51 | 19 | 3 |

**FCC Commercial Station Authorizations**
**As of November 30, 1955 ***

| | Am | Fm | Tv |
|---|---|---|---|
| Licensed (all on air) | 2,791 | 520 | 145 |
| Cps on air | 17 | 16 | 332 |
| Cps not on air | 115 | 20 | 109 |
| Total on air | 2,808 | 536 | 477 |
| Total authorized | 2,923 | 556 | 586 |
| Applications in hearing | 164 | 3 | 164 |
| New station requests | 217 | 4 | 28 |
| New station bids in hearing | 103 | 0 | 111 |
| Facilities change requests | 140 | 5 | 41 |
| Total applications pending | 750 | 80 | 289 |
| Licenses deleted in Nov. | 1 | 4 | 0 |
| Cps deleted in Nov. | 1 | 0 | 3 |

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

### Tv Summary Through Dec. 28

***Total Operating Stations in U. S.:***

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial on air | 341 | 100 | 441 |
| Noncom. Educ. on air | 13 | 5 | 18 |

***Grants Since July 11, 1952:***

**(When FCC began processing applications after tv freeze)**

| | Vhf | Uhf | Total |
|---|---|---|---|
| Commercial | 298 | 315 | 613[1] |
| Noncom. Educational | 19 | 17 | 36[2] |

***Applications Filed Since April 14, 1952:***

**(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)**

| | New | Amend. | Vhf | Uhf | Total |
|---|---|---|---|---|---|
| Commercial | 965 | 337 | 759 | 543 | 1,302[3] |
| Noncom. Educ. | 59 | | 32 | 27 | 59[4] |
| Total | 1,024 | 337 | 791 | 570 | 1,361[5] |

**[1] 156 Cps (32 vhf, 124 uhf) have been deleted.**
**[2] One educational uhf has been deleted.**
**[3] One applicant did not specify channel.**
**[4] Includes 34 already granted.**
**[5] Includes 642 already granted.**

# FCC ANNOUNCEMENTS

## New Tv Stations . . .

### ACTION BY FCC

**Evansville, Ind.**—Evansville Television Inc. granted vhf ch. 7 (174-180 mc); ERP 316 kw vis.; 158 kw aur.; ant. height above average terrain 607 ft., above ground 570 ft. Estimated construction cost $630,096, first year operating cost $450,000, revenue $480,000. Post office address 408 S.E. First St., Evansville. Studio and trans. location, Evansville. Geographic coordinates 37° 59' 57" N. Lat., 87° 37' 06" W. Long. Trans. DuMont, ant. RCA. Legal counsel Welch, Mott & Morgan, Washington, and Maurice R. Barnes, Washington. Consulting engineer, Vandivere, Cohen & Wearn, Washington. Principals include: Pres. **Rex Schepp** (45%), former majority owner of radio and tv properties in Phoenix, Ariz.; Vice Pres. **B. F. Schepp** (13.5%), optometrist; Secy.-Treas. **John W. Spencer** (7.5%), attorney, and **Freeman Keyes** (10%), 100% owner of Russel M. Seeds Co., advertising agency. Granted Dec. 21; announced Dec. 27.

### APPLICATION

**Hagaman, N. Y.**—**Hudson Valley Bcstg. Co.**, uhf ch. 29 (560-566 mc); ERP 247 kw vis., 125 kw aur.; ant. height above average terrain 696 ft., above ground 246 ft. Estimated construction cost $108,200, first year operating cost $49,500, revenue none. Post office address P. O. Box 4100, Albany, N. Y. Studio location, none at present. Trans. location, Glenville, N. Y. Geographic coordinates 42° 55' 00" N. Lat., 74° 02' 35" W. Long. Trans. and ant. GE. Legal counsel, Hogan & Hartson, Washington. Consulting engineer, Frank H. McIntosh & Assoc., Washington. Station is to be satellite operation of **WROW-TV Albany** and rebroadcast WROW-TV programming in its entirety. Filed Dec. 28.

### APPLICATION AMENDED

**Deadwood, S. D.**—**Heart of the Black Hills Stations** application for new tv station amended re


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partnership agreement, correct financial data, ant. data coordinates and other engineering data. Amended Dec. 21.

## Existing Tv Stations . . .

### APPLICATION

**KTLV (TV) Portland, Ore.**—Seeks mod of cp to change to 189 kw aur., change trans. location to N.W. Skyline Blvd. near Greenleaf Rd., near Portland and studio location to 1139 S.W. 13th Ave., Portland, and make equipment changes. Ant. height above average terrain 1,550 ft. Filed Dec. 22.

### APPLICATIONS AMENDED

**WAIQ (TV) Andalusia, Ala.**—Amends application to specify changed trans. site (no change in description) change in coordinates only and make further ant. changes. Amended Dec. 28.

**KKTV (TV) Colorado Springs, Colo.**—Application amended to specify 316 kw vis., 158 kw aur. ERP, make further change in DA, cancel request for waiver of sec. 3.614 and amend request of waiver of sec. 3.685 (e) (1). Amended Dec. 28.

## New Am Stations . . .

### ACTIONS BY FCC

**Indianapolis, Ind.—Rollins Bcstg. Inc.** granted 1590 kc, 5 kw D. Post office address Moore Bldg., Rehoboth Beach, Del. Estimated construction cost $65,530, first year operating cost $74,000, revenue $100,000. Principals include Pres. **O. Wayne Rollins** (50%); Vice Pres. **John W. Rollins** (45%), and Treas. **Katherine E. Rollins** (5%). Rollins Bcstg. owns **WJWL Georgetown, Del., WRAP Norfolk, Va., WAMS Wilmington, Del., WBEE Harvey, Ill.,** and **WNJR Newark, N. J.** Granted Dec. 21.

**Leesville, La.—Leesville Bcstg. Co.** application for new am to operate on 1570 kc, 250 w D dismissed without prejudice. Sufficient showing has not been made that grant would not be in contravention of sec. 3.35 of multiple ownership rules in connection with **KDLA De Ridder, La.** Applicant had advised Commission that in event grant without hearing could not be made application be dismissed without prejudice to rights to reapply later. Action of Dec. 22.

**Pendleton, Ore.—Umatilla Bcstg. Enterprises** granted 1050 kc, 1 kw D. Post office address P. O. Box 706, Pendleton. Estimated construction cost $18,069, first year operating cost $48,000, revenue $55,000. Sole owner **John M. Carroll** deals in farm implements, appliances and general farm supplies. Granted Dec. 21.

**Chambersburg, Pa.—James R. Reese Jr.,** granted 1590 kc 1 kw D. Post office address South Mountain, Pa. Estimated construction cost $12,635, first year operating cost $30,000, revenue $45,000. Mr. Reese is pastor and in charge of programming of **WCHA-FM Chambersburg.** Granted Dec. 21.

**Abilene, Tex.—Key City Bcstg. Co.** application for new am to operate on 1570 kc with 250 w D dismissed for lack of prosecution. Action Dec. 28.

### APPLICATIONS

**De Land, Fla.—De Land Broadcasters Inc.,** 1310 kc, 1 kw D. Post office address P. O. Box 101, Douglas, Ga. Estimated construction cost $17,050, first year operating cost $48,000, revenue $60,000. Principals include: Pres. **W. H. Martin** (16%), 52% owner of **WMEN Tallahassee, Fla.,** and 96.6% owner of applicant seeking new am in Lakeland, Fla.; Vice Pres. **C. A. Martin** (18%), insurance firm district manager, and Secy.-Treas. **B. F. J. Timm** (50%), 75% owner of **WMFS Chattanooga, Tenn.** sole owner of **WDMG Douglas,** and 45% owner of WMEN. Filed Dec. 22.

**Wachula, Fla.—L. B. Meadows,** 1590 kc, 500 w D. Post office address P. O. Box 445, Plant City, Fla. Estimated construction cost $9,835, first year operating cost $27,000, revenue $31,000. Mr. Meadows is minister. Filed Dec. 22.

**Haynesville, La.—Charles Edward Ray,** 1580 kc, 250 w, D. Post office address, 3678 Beckham Dr., Shreveport, La. Estimated construction cost $14,700, first year operating cost, $21,000, revenue, $26,000. Mr. Ray is 11.88% owner of Twin City Bcstg. Co. and Vox Inc. which are applicants for new am stations in, respectively, Shreveport and Baton Rouge, La. Filed Dec. 22.

**Bay City, Mich.—Paul A. Brandt,** 1250 kc, 500 w D. Post office address, 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost, $20,130, first year operating cost, $65,000, revenue, $75,000. Mr. Brandt owns **WCEN Mt. Pleasant, WBFC Fremont, Mich.,** and is applicant for new station at West Branch, Mich. Filed Dec. 28.

**Howell, Mich.—Livingston Bcstg. Co.,** 1350 kc, 500 w, D. Post office address, 406 E. Oliver St., Owosso, Mich. Estimated construction cost, $10,100, first year operating cost, $35,000, revenue, $40,000. Sole owner is **M. H. Wirth,** gen. manager of **WOAP Owosso, Mich.,** and 16.8% owner of **WALM Albion, Mich.** Filed Dec. 28.

**Babylon, N. Y.—WGLI Inc.,** 1290 kc, 1 kw unl. Post office address Livingston at Madison Ave., Babylon. Estimated construction cost $54,512, first year operating cost $58,000, revenue $78,000. Principals are: Pres. **William H. Reuman** (30%), president of **WWRL-AM-FM Woodside, N. Y.**; vice Pres. **Benton R. Bartlett** (10%), WWRL chief engineer; Treas. **Fred Barr** (30%), WWRL program manager, and Secy. **Edith Dick** (30%), executive secy. of WWRL. Filed Dec. 22.

**Abilene, Tex.—Key City Broadcasters,** 1280 kc, 500 w D. Post office address P.O. Box 449, Abilene. Estimated construction cost $21,689, first year operating cost $84,000, revenue $78,000. Principals are **Howard Barrett** (50%), 20% owner of **KBST Big Spring, Tex.,** and 10% owner of **KBST-TV Big Spring** and **Robert H. Nash** (50%), former local sales manager of **KRBC-TV Abilene.** Filed Dec. 22.

### APPLICATIONS AMENDED

**Escondido, Calif.—F. M. Radio & Television Corp.** application for new am to operate on 1510 kc, 5 kw unl. amended to change ant.-trans. and studio locations to Washington Ave. and Midway Dr., Escondido. Amended Dec. 21.

**Lakeland, Fla.—Denver T. Brannen** application for new am to operate on 1540 kc, 1 kw D amended to change to 1010 kc, 250 w. Amended Dec. 21.

**Plant City, Fla.—R. E. Hughes** application for cp to operate on 910 kc, 500 w D amended to change power to 5 kw, change trans.-studio and station location to Auburndale, Fla. Amended Dec. 21.

**Salisbury, Md.—Elizabeth Evans and W. Courtney Evans** application for cp to operate on 1320 kc, 500 w D amended to make changes in ant. system (decrease height). Amended Dec. 21.

**Albuquerque, N. M.—Rex A. Tynes** application for cp to operate on 1450 kc, 250 w unl. amended to change to 1580 kc, 1 kw D and change trans.-studio locations. Amended Dec. 21.

### Part I Reprints

A RECAPITULATION of Part I of the FCC's rules relating to practice and procedure may be obtained by writing to the Superintendent of Documents, Washington, D. C., for the Dec. 23, 1955 issue of the *Federal Register* or by contacting the same office for reprints which will be available later. The compilation makes no major changes in Part I, but combines in a single edition the related rules and amendments as of Dec. 1, 1955. The recapitulation cannot be obtained from the Commission.

## Existing Am Stations . . .

### ACTIONS BY FCC

**KAMD Camden, Ark.**—Granted change from 1450 kc, 250 w unl. to 910 kc, 1 kw LS, 500 w N, DA-N with remote control of D operation from 647 California Ave., S.W., Camden. Granted Dec. 22.

**WARU Peru, Ind.**—Granted increase from 500 w to 1 kw, operating D on 1600 kc; engineering condition. Granted Dec. 22.

**WCOG Greensboro, N. C.**—Granted increase in D power from 1 kw to 5 kw with DA-2, operating on 1320 kc with 1 kw N. Granted Dec. 22.

### APPLICATIONS

**WDSP De Funiak Springs, Fla.**—Seeks mod. of cp to change studio location and operate trans. by remote control. Filed Dec. 28.

**WPGA West Point, Ga.**—Seeks mod. of cp to change ant.-trans. and studio location. Filed Dec. 28.

**KPST Preston, Idaho**—Seeks cp to change hours from unl. to specified hours. Filed Dec. 28.

**KANE New Iberia, La.**—Seeks cp to change ant.-trans. location. Filed Dec. 28.

**WEBB Dundalk, Md.**—Seeks cp to increase power from 1 kw D to 5 kw D, make DA changes and change studio and station location from Dundalk, Md., to Baltimore. Filed Dec. 22.

**KDLM Detroit Lakes, Minn.**—Seeks cp to change from 1360 kc to 1340 kc, decrease power from 1 kw to 250 w and change hours from D to unl. Filed Dec. 21.

**KODY North Platte, Neb.**—Seeks cp to change from 1240 kc to 600 kc, change power from 250 w unl. to 1 kw D, 500 w N, install new equipment and change ant.-trans.-studio location. Filed Dec. 28.

**WBLR Batesburg, S. C.**—Seeks mod. of cp to change from 1410 kc to 1430 kc, increase power from 1 kw to 5 kw D and make equipment changes. Filed Dec. 28.

**KWFB Weatherford, Tex.**—Seeks mod. of cp to increase power from 250 w to 500 w, change ant.-trans.-studio location and change station location from Weatherford to Fort Worth, Tex. Filed Dec. 28.

**WCHV Charlottesville, Va.**—Seeks mod. of cp to increase D power from 1 kw to 5 kw and change from DA-N to DA-2. Filed Dec. 22.

**KWIE Kennewick, Wash.**—Seeks mod. of license to change station location from Kennewick, Wash., to Kennewick-Richland-Pasco, Wash., and establish second main studio in Desert Inn Hotel, Richland, Wash. Also requested waiver of sec. 3.30 (b) so as to establish third main studio in Pasco. Filed Dec. 28.

**KITI Chehalis, Wash.**—Seeks mod. of license to change station location from Chehalis, Wash., to Chehalis-Centralia, Wash., and establish second main studio at Lewis & Clark Hotel, Centralia. Filed Dec. 28.

**WDUX Waupaca, Wis.**—Seeks mod. of cp to increase power from 500 w D to 1 kw D. Filed Dec. 22.

### PETITION

**WHO Des Moines, Iowa**—Petitions FCC to amend paragraphs 3 and 4, footnote 10 (b) to section 1.371 of rules so as to make said paragraphs to apply to Class 1A ch. as set forth. Announced Dec. 23.

## Ownership Changes . . .

### ACTIONS BY FCC

**KVRC Arkadelphia, Ark.**—Granted transfer of control to **William F. Deaton** and **John M. Riggle** for $34,949.20. Messrs. Deaton and Riggle are affiliated with station as executives. Granted Dec. 21.

**KXOC Chico, Calif.**—Granted transfer of control to **Jack O. Gross** for $25,000 plus assumption of $52,750 in notes, plus $10,000 for agreement not to compete in Chico market in next five years. Mr. Gross is former owner of **KFMB-AM-FM-TV San Diego, Calif.** Granted Dec. 28.

**KXO El Centro, Calif.**—Granted transfer of control to Pres. **Riley R. Gibson** (23%), Vice Pres. **Marco Hanan** (16%), **A. L. Gale** (20%), Secy. **John E. Kearney** (19%), Treas. **Douglas E. Anderson** (9%) and **George A. McConnell** (9%), for $164,280. Mr. Gibson is former general manager of KXO. Mr. Hanan is former KXO sales manager. Mrs. Gale is housewife. Messrs. Anderson and McConnell own advertising agency. Mr. Kearney is hardware store owner. Granted Dec. 21.

**WFOY St. Augustine, Fla.**—Granted assignment of license to Ponce de Leon Bcstg. Co. for $60,000. Among the three principals is Pres. **John E. Bernhard Jr.** (100%), WFOY general manager. Granted Dec. 21.

**WGLS Decatur, Ga.**—Granted transfer of control to Republic Bcstg. System Inc. for $40,500. Principals include: Exec. Vice Pres. **Henry W. Lanham** (33%), former minority stockholder of

*(Continues on page 87)*

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

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Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE*

**JAMES C. McNARY**
*Consulting Engineer*
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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*—Established 1926—*
**PAUL GODLEY CO.**
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**Commercial Radio Equip. Co.**
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WASHINGTON, D. C.
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*30 Years' Experience in Radio Engineering*
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CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE*

**Craven, Lohnes & Culver**
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE*

**Frank H. McIntosh & Assocs.**
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE*

**RUSSELL P. MAY**
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE*

**WELDON & CARR**
Consulting
*Radio & Television*
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
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**PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.**
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
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**KEAR & KENNEDY**
1302 18th St., N. W. Hudson 3-9000
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DALLAS 9, TEXAS
JUSTIN 6108
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**GUY C. HUTCHESON**
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

**ROBERT M. SILLIMAN**
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
*Member AFCCE*

**LYNNE C. SMEBY**
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

**GEO. P. ADAIR ENG. CO.**
*Consulting Engineers*
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington 6, D. C.
Executive 3-1230 Executive 3-5851
*Member AFCCE*

**WALTER F. KEAN**
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

**WILLIAM E. BENNS, JR.**
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
*Member AFCCE*

**ROBERT L. HAMMETT**
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

**JOHN B. HEFFELFINGER**
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

**Vandivere, Cohen & Wearn**
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

**CARL E. SMITH**
*CONSULTING RADIO ENGINEERS*
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
*Member AFCCE*

**J. G. ROUNTREE, JR.**
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

**VIR N. JAMES**
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-6113
Denver 22, Colorado

**JOHN H. MULLANEY**
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
*Adams 4,6393*

**LOWELL R. WRIGHT**
Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash. 4, D. C.
District 7-1740
(nights-holidays telephone
Herndon, Va. 114)

# SERVICE DIRECTORY

**COMMERCIAL RADIO MONITORING COMPANY**
PRECISION FREQUENCY MEASUREMENTS
FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

**CAPITOL RADIO ENGINEERING INSTITUTE**
*Accredited Technical Institute Curricula*
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

**SPOT YOUR FIRM'S NAME HERE,**
**To Be Seen by 75,956* Readers**
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

**A. E. TOWNE ASSOCS., INC.**
*TELEVISION and RADIO ENGINEERING CONSULTANTS*
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

*Member AFCCE*

# CLASSIFIED ADVERTISEMENTS

*Payable in advance. Checks and money orders only.*

**Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

*Managerial*

**Station manager** for WSTR, Sturgis, Michigan, established 250 watt fulltime station. Prefer commercial and air experience. Start about January 23. Apply: E. H. Munn, Jr., Station WTVB, Coldwater, Michigan.

**Experienced manager** for new 1M watt daytimer 900kc. Third station in Mississippi's third market. Must have proven sales-management background. Complete charge. Want manager now to plan studios, equipment and build staff. Give complete details first letter. Enclose recent picture John T. Gibson, Delta-Democrat-Times, Greenville, Mississippi.

*Salesmen*

**Salesman:** Immediate opening. Experienced man or ambitious young man interested in sales. Present sales manager leaving for same job, larger market. This is two city market with 55,000 population, large rural and industrial territory. Chance for advancement, satisfactory salary-commission payment arrangement. Box 827E, B•T.

**Three station company** needs experienced radio salesman immediately in large Michigan market. Great potential to right man. Send detailed resume past experience, references, photo. Box 857E, B•T.

**Salesman**—If you are a top-notch producer with a proven record we want you. Good guaranteed draw plus 5 figure earnings with growing multiple operations in midwest. Please write fully. Box 874E, B•T.

**Salemen** . . . KAVE, Carlsbad, New Mexico wants energetic young salesman anouncer from southwest area. Draw account to start, then high straight commission.

**New Mexico:** 1000 watt Mutual affiliate needs experienced salesman. Salary plus commission. Write KICA, Box 111, Clovis, New Mexico.

**Salesman, excellent** opportunity for sober experienced salesman. Guarantee plus good list of active accounts. Opening created because of illness. Also need experienced copywriter capable of assuming complete responsibility of continuity department. Salary open. Contact Charles Palmquist, Radio Station WKTL, Kendallville, Indiana.

## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Announcer:** Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

**DJ with air** personality—must have bright, friendly style—be able to sell and to read newscasts intelligently—no jive boys! Mature DJ who will give us a good show and top ratings in Michigan second market, Flint. Send tape, resume—if you're the man, we will discuss salary. Box 741E, B•T.

**Start the New Year** with a new job. KW Pa. ind. Needs afternoon P.D. Announcer-disc jockey and announcer, newsman to gather and assist news editor. Experience only. Send tape and qualifications to Box 791E, B•T.

**If you have** a bright, friendly compelling voice, if you play the kind of music people like, if you like to get up early, we offer you one of the greatest opportunities in the industry with one of the midwest's most progressive network affiliates. And, you'll have a chance to get your feet wet in tv . . . full power NBC-vhf. Write Box 839E, B•T.

**Outstanding** disc jockey for midwest station. Must have ability to sell on air. Give complete details and references. Box 848E, B•T.

**Midwest independent,** market over 100,000, seeking DJ with proven success record. Exceptional opportunity. Salary open. Send tape and full particulars to Box 856E, B•T.

**If you are** a personality and want to break into tv, we have the opportunity for you. Send complete info to Box 859E, B•T.

**Deejay. Must** have distinctive style, know his records, and be able to sell on the air. Give complete resume of previous experience, salary expected and enclose snapshot. Don't send tape until requested. Box 872E, B•T.

**Engineer-announcer.** Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

**Experienced announcer.** Preference given college trained. Daytimer on 630. City of 12,000. Light hours but heavy commercial schedule. Salary open. No program director. Responsible to owner only. Send details KLEA, Lovington, New Mexico.

**Wanted: Personality** disc jockey announcer for news and music station. Send tape and full information to WDVH, P. O. Box 289, Gainesville, Florida.


# DISC JOCKEYS—IMMEDIATE OPENINGS!

If you're interested in being with America's most "program-minded" radio group, send your tape. We're expanding again—adding WDGY, 50,000 watts, in Minneapolis, subject to FCC approval. Openings available immediately in all of our markets. We are particularly interested in disc jockeys with a smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterizations, impersonations, etc., so much the better. If you're good we want to talk business. Every tape carefully auditioned, and promptly returned. (Be sure to include address *inside* box.) Send all tapes to: Todd Storz, President:

**MID-CONTINENT BROADCASTING CO., OMAHA 2, NEBRASKA**

**KOWH** Omaha

**WHB** Kansas City

**WTIX** New Orleans


## RADIO

### Help Wanted—(Cont'd)

*Announcers*

**Combo announcer-engineer** with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

**Announcer-chief** engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

**Wanted**—top-flight announcer with first class ticket. No floaters desired. Preferably several years experience. Good pay. Excellent future to right man. Mail tape and information to Alvin Mullenax, PD., Station WSVA, Harrisonburg, Va.

**Top-flight** announcer with first class license for major market. Network affiliate. Call or write Dale G. Moore, Community Network, Box 279, Montrose, Colorado.

*Technical*

**Wanted:** One radio engineer, first class license and one radio announcer with chance for television work. Must have experience. Beginning salary $80, 40 hour week. Two weeks paid vacation after one year, health and life insurance plan. Reply Box 866E, B•T.

**Wanted:** Chief engineer, combo announcer. $100.00 week. Rush resume. Box 867E, B•T.

**Michigan.** Immediate opening. 1st class engineer. Ralph Carpenter, WBCM, Bay City, Michigan.

**WGVM, Greenville,** Mississippi, has opening for experienced chief engineer-announcer. $80.00 weekly start, must be proficient both fields. No phone calls. Full details plus audition in first letter.

**Engineer WINZ,** Miami, fully qualified to operate 50 kw Doherty with 6 tower directional. Send complete resume to Rex Rand.

*Programming-Production, Others*

**Experienced program** director needed, with plenty of ideas, for No. 1 station in this market. Send full info immediately to Box 783, B•T.

**Southwest station,** number one in market needs a program director at $425 a month, a local newsman at $325 a month, two announcers with first phones at $350. If interested write immediately Box 802E, B•T.

**Program** or production manager with experience and ability. Box 810E, B•T.

**Copywriter with** imagination to utilize production facilities in Michigan station. Needed immediately to replace writer returning to tv. Guy or gal. Box 843E, B•T.

**Continuity writer** for midwest. Male or female. Box 849E, B•T.

**Promotion-publicity.** Experienced in audience building for radio and tv. Must have successful experience in similar capacity, and be familiar with techniques that get results in increased ratings. This is not a sales promotion job. Salary commensurate with experience and ability. Tell all in first letter, including compensation expected. Box 873E, B•T.

**Woman copywriter.** Immediate opening with top-flight established station. Must take over complete copy writing department. Send sample copy to Jack Underwood, WIBM, Jackson, Michigan.

**Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.**

### Situations Wanted

*Managerial*

**Manager-chief** engineer available January. Prefer new enterprise in Florida. Consider other location or conditions. Top references, character and technical. Box 740E, B•T.

**Commercial manager** metropolitan station wants position as manager of local station in midwest. Excellent sales record and experience in every phase of station operation. Write Box 798E, B•T.

# RADIO

## Situations Wanted—(Cont'd)

*Managerial*

**Station** and sales manager. Twenty years experience-knowledge all phases. Box 836E, B•T.

**General manager**—new frequency? Want management station ready for airing. Top salesman, strong modern music, news programming. Excellent administrator. Currently sales manager. Box 851E, B•T.

**Manage** or sales manage your station, metropolitan market. Solid experience sales, production, technical and general manager. Box 876E, B•T.

**Commercial manager** or assistant. A producer and organizer. Can train and assist others. Not a desk operator. Experience in radio and tv in highly competitive market. Available soon. Box 877E, B•T.

*Salesman*

**Ohio, Salesman,** high calibre, experienced announcer, good voice. Emphasis on sales. First-class license. Box 870E, B•T.

*Announcers*

**Experienced announcer.** Top DJ, western or popular. Five years with same employer. First ticket. Box 796E, B•T.

**Experienced announcer.** Desires permanent position in Florida. Excellent background. Available now. Tape. Box 731E, B•T.

**Announcer,** DJ. 3 years experience, staff work, news. Box 835E, B•T.

**Recent broadcasting** school graduate. Good DJ, news, sports, board. Tape, Box 838E, B•T.

**Country western** DJ, musician-specialist. Experienced staff announcer. Third. Presently employed. Sincere, progressive stations only. Salary—talent. Box 841E, B•T.

**Man,** 22, radio school graduate, desires announcing experience, or job leading to announcing. Box 850E, B•T.

**Experienced announcer,** third class license. Wants to settle small station Georgia, Florida, Alabama. Box 861E, B•T.

**Recent broadcasting** school graduate. Good DJ, news, sports, board, tape. Box 868E, B•T.

**Trained,** experienced announcer, desires position New York State, New England. Box 869E, B•T.

**Staff announcer,** experienced in all phases of broadcasting, desires permanent position. Good voice, sincere worker. Prefer east. Will accept others. Box 879E, B•T.

**Versatile DJ,** sports, reliable vet, 3 years experience. Married. Pete Franklin, 73 Propp Avenue, Franklin Square, L.I., N.Y. Floral Park 2-6286.

**Sports director**—five years radio—play-by-play major sports. Also program director three years. Age 29, married, preference midwest—personal interview or tape—available January 1st. Tom Lawrence, 6267 Washington Boulevard, Indianapolis, Indiana. Phone GLendale 5651.

**Announcer**—two years experience. Available January. Phone 186-J. Lynn Kirby, Box 207, Bardwell, Kentucky.

*Technical*

**Chief engineer-announcer—experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.**

**Chief engineer** available. All phases, eight years experience. Honest worker, administrative ability. Ham license, some announcing. Best references. Box 842E, B•T.

**Chief engineer** for twenty years, same five kw regional, desires change. Ability, personal habits, work and record will stand any inspection. West or midwest preferred. Box 847E, B•T.

**Male, trained,** two years experience. Samples on request. Go anywhere. Available January 1, Box 858E, B•T.

**First phone engineer.** 1½ years experience remotes and transmitters. 4 years electronics in U.S.N. Single, dependable, ambitious. Desire position in or near college city. Contact: Clark N. Buehler, Wilson, Kansas.

# RADIO

## Situations Wanted—(Cont'd)

**Engineer,** 6 years experience in am. Would like job in tv or radio on Gulf Coast or S. California. D. C. Kenney, 1708 Lucile, Wichita Falls, Texas. Phone 3-8990.

*Production-Programming, Others*

**Punch Copywriter,** young woman, seven years radio experience, wishes permanent position. Quality copy in bulk under pressure. Production my specialty. Box 845E, B•T.

**Presently employed** news director, seven years experienced, desires West Coast, bay area, available February 15th. Writing, announcing, programming experience. Want permanent position with possibilities. Box 852E, B•T.

# TELEVISION

## Help Wanted

*Salesmen*

**Television sales.** Aggressive, dependable salesman with or without television experience. This retail sales opening is an opportunity to work and advance in experience and income. You will make money if you work and make calls. Top network adjacencies to sell, excellent production facilities and a retail market which is rated high in Sales Management. Aggressive dependability, not flash, needed by southeastern station. Full details with photo needed, quick decision possible. Box 805E, B•T.

**Regional sales.** Opportunity is here, but you must come with us and earn your advancement. If you believe that there are never any good opportunities advertised because they're already filled, you have too much inertia for us. Rich area market, basic major network tv station in growing southeast. Regional sales and building contacts with national advertisers field officials, latter a must. Travel as needed. Incentive plan. Open now, reply accordingly include particulars and photo. Box 806E, B•T.

**Experienced, aggressive** television account executive wanted immediately for booming KBTV in booming mile high Denver. Unlimited opportunities for real producer. Box 844E, B•T

**Great opportunity** for persistent, aggressive salesman for selling successful television station products. Television sales and production experience important. Headquarters New York. Box 878E, B•T.

*Announcers*

**Announcer seeking** spot with established radio-television station. Salary plus talent opportunities. Hospitalization and free life insurance. Company paid pension plan. Send Personnel Dept., WSBT-TV, South Bend, 26. Tape and photograph.

*Technical*

Chief engineer for RCA equipped California vhf station. Send full resume first letter including photo and salary desired. Box 862E, B•T.

**Experienced maintenance** engineer, major midwest market, excellent salary. Box 865E, B•T.

**Immediate openings.** Transmitter engineer; studio engineer. Must be experienced. Mail complete resume. Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

**Young man** with first class license to work in television. Contact Chief Engineer, WINK-TV, Fort Myers, Florida.

*Production-Programming, Others*

**Wanted:** Assistant promotion manager for major vhf station in leading eastern market. State age, qualifications, references, etc. All applications kept confidential. Box 837E, B•T.

## Situations Wanted

*Managerial*

**Sales executive** with successful metropolitan tv station has reached peak position and earnings. Now seeking opportunity with progressive tv operation as station or commercial manager. Ten years successful sales and sales management experience. Mature, civic minded, family man with integrity and reputation for honesty. Box 863E, B•T.

# TELEVISION

## Situations Wanted—(Cont'd)

*Announcers*

**Experienced radio** announcer desires transition to television, can offer: References, sincerity, a deep conviction in the medium and well received delivery. Available on two weeks' notice. Box 846E, B•T.

*Technical*

**Experienced television** studio engineer with 3 years tv maintenance experience would consider move for right offer. Married. Box 860E, B•T.

*Programming-Production, Others*

**Producer-director** . . . 6 years experience, 2 years major market. Have put three station on-the-air. Full particulars on request . . . prefer east. Minimum $125. Box 840E, B•T.

## FOR SALE

*Stations*

**Fm—multiplexing** station. sale or lease. Best equipment. 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

**Border state** secondary market station, $50,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

**Southern top** 100 market, asking price $125,000, terms. Paul H. Chapman, 84 Peachtree, Atlanta.

**We offer excellent** radio and tv buys throughout the United States. Ask for our free list. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, Calif.

**West Coast** 250w fulltime. Exclusive, gross $50,000. Only $15,000 down. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

**Eastern buyers** should contact me for good sound deals in radio and tv stations. John Hanly, 1739 Connecticut, N.W., Washington, D. C.

*Equipment*

**Frequency extension** kit consisting of six high pressure nitrogen condensers, other related items. Material unused. Excellent condition. Sacrifice. Box 765E, B•T.

**RCA switching** console like brand new, capable of any kind programming, over 100 controls, 2 VU meters, patch panel. Photo on request. Box 853E, B•T.

*(Continued on next page)*


## VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

## FOR SALE

*Equipment*

**Equipment for sale**—Have four 10-foot parabolic solid reflectors. Make reasonable offer. Frank Carman, KUTA, Salt Lake City, Utah.

**PE-5A film camera** channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

**For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.**

**Console, studio** control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

**Simplex tone** generator, two crystal controlled frequencies, automatic timing, between 20kc and 75kc. 25 and 40kc crystals included. Don Larsen, 2526 N. Harlem, Elmwood, Illinois.

## WANTED TO BUY

*Stations*

**Stations wanted.** Colorado, Texas, Oklahoma, Missouri, Arkansas, Kansas. Metropolitan stations especially desired. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

*Equipment*

**Used lights:** Key klieg—1500 to 2000, fill bucket—750 to 2500, or comparable. Box 864E, B•T.

**Studio Zoomar** or equivalent. Rear screen projector. Must be in good condition and realistically priced for cash. Box 871E, B•T.

**Fairchild 523** studio disc cutting lathe, or Scully or equal. State condition and price. Box 875E, B•T.

**Used rear screen** projector. Must be in first class condition. Cash. WLEX-TV, Lexington, Kentucky.

## INSTRUCTION

**FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.**

**FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.**

**FCC first class phone.** After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

## RADIO

### Help Wanted

*Salesmen*

**SALES ENGINEER**

Gates has immediate opening for sales engineer to headquarter in Washington, D.C. office. Must be familiar with all broadcast activities in Washington area. Salary, bonus and travelling expenses. Send complete resume and photo to

**Sales Manager**
**Gates Radio Company**
**Quincy, Illinois**

## RADIO

### Help Wanted

*Programming-Production, Others*

**TOP CONTINUITY JOB**

Leading Ohio Indie wants Continuity Writer. Three years experience preferred. This is a professional writing job and your only responsibility will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples.

Box 880E, B•T

### Situations Wanted

*Managerial*

**Manager-Salesman For Hire**

Present Account Executive for top station. Heavy on organization and sales. Always bill over $100,000. Not arm chair man, high pressure of fly-by-night. My accounts always renew. Family, college, 33, exp: Manager, commercial manager, large and small markets. Have first ticket. Have put station on air from ground up. Best references. Available for interview.

Box 854E, B•T


**START YOUR NEW YEAR RIGHT...**

CHICAGO TV PRODUCTION CLASS AT WORK

**with professionally trained, well-qualified Personnel.**

**Call Northwest FIRST!**

**Classes in TV Production have just completed their training in each of our four schools' completely equipped studios. Highly trained adaptable people for all phases of TV production are now available in YOUR area.**

**Start your New Year right . . . personnel-wise.**

**Wire or call collect, John Birrel, Employment Counselor, for immediate details.**

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CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

(Continues from page 82)

**WBGE-AM-FM Atlanta, Ga.**, and Trinity Bcstg. Corp., licensee of **KLIF Dallas, KELP El Paso, WRIT Milwaukee**, and permittee of **KOKE-TV El Paso.** Granted Dec. 28.

**KWHK Hutchinson, Kan.**—Granted assignment of license to KWHK Inc. for $75,000. Principals are Pres. **John D. Hill** (40%), former merchandising-promotion director of **WISN Milwaukee, Wis.**; Vice Pres. **Frank A. Smith** (25%), badge and trophy supplier; Secy. **Alvarita Smith Hill** (10%), former continuity writer for **WLS Chicago**, and Treas. **Alva H. Smith** (25%), housewife. Granted Dec. 21.

**WPLM North Plymouth, Mass.**—Granted transfer of control (51 shares of 90 outstanding) to **John T. Campbell** for $10,200. Mr. Campbell is former commercial manager of WPLM. Granted Dec. 21.

**KABQ Albuquerque, N. M.**—Granted assignment of license to Duke City Bcstg. Corp. for $110,000. Principals are: Pres.-Treas. **Edward M. Sleighel** (60%), gen. manager of **WTRY Troy, N. Y.**; Vice Pres. **Nancy W. Sleighel** (39.6%), housewife, and Secy. **E. D. Johnston** (.4%), attorney. Granted Dec. 28.

**WMSN Raleigh, N. C.**—Granted assignment of license to Merchants & Farmers Radio Station WMSN Inc. for $8,000 plus other considerations. Pres. **B. H. Ingle Sr.** is 98% owner. Mr. Ingle owns WMSN and is partner in **WFVG Fuquay Springs, N. C.** Granted Dec. 28.

**WTAM-AM-FM-WNBK (TV) Cleveland, Ohio; KYW-WPTZ (TV) Philadelphia**—Granted assignment of Cleveland stations from **NBC** to **Westinghouse Bcstg. Co.** for WBC's Philadelphia stations. NBC additionally makes $3 million payment to WBC. Granted Dec. 28.

**WSKI Montpelier, Vt.**—Granted assignment of license to **Paul J. Perreault** for $60,000. Mr. Perreault and wife own mail order shoe firm; he is former manager of **WNBH New Bedford, Mass.** Granted Dec. 28.

**WMTE Manistee, Mich.**—Granted transfer of control to **James R. Sumbler** for $30,999.90. Mr. Sumbler, whose professional name is Jim Gray, is announcer for ABC, Chicago. Granted Dec. 21.

**KFEQ-AM-TV St. Joseph, Mo.**—Granted assignment of licenses to Midland Bcstg. Co. for $550,000. Principals are Pres. **Kenyon Brown** (33.3%), one-third owner **KWFT-AM-TV Wichita Falls, Tex.**, part owner of applicant seeking purchase of **KANS Wichita, Kan.**, one-third owner **KGLC Miami, Okla.**, and 49% owner **KBYE Oklahoma City**; Vice Pres. **Harry L. (Bing) Crosby Jr.** (33.3%), holds about 5.2% interest in KGLC; Vice Pres. **George L. Coleman** (33.3%), holds about 5.5% of KGLC, and Secy.-Treas. **Paul A. O'Bryan** (no stock), former minority owner **WNEW New York.** Granted Dec. 21.

**KMIL Cameron, Tex.**—Granted assignment of license to Milam County Bcstg. Service Ltd. for $15,000 plus assumption of $8,000 note. Principals include present owners **Milton F. Brown Jr.** (51%) and **E. Glenn Abercrombie** (15%). Others are: **N. L. Caperton** (10%), insurance, motor and gas-oil distributorship interests; **H. H. Coffield** (10%), 50% owner **KGKO Dallas**, and **Esther Belle White** (4%), office manager. Granted Dec. 21.

**WACO Waco, Tex.**—Granted assignment of license to Waco Bcstg. Corp. for $300,000. Principals are Pres. **Wendell Mayes** (40%), majority owner of **KBWD Brownwood, KNOW Austin**, 30% of **KSNY Snyder**, 20% of **KXOL Fort Worth**, all **Tex.**, and 50% owner of **KTOK Oklahoma City, Okla.**; Vice Pres. **C. C. Woodson** (40%), 50% owner KTOK 40% of KXOL and vice pres.-dir. of KBWD and **R. Lee Glasgow** (20%), owner of **KAND Corsicana, Tex.**, and WACO general manager. Granted Dec. 21.

## APPLICATIONS

**WSPC Anniston, Ala.**—Seeks transfer of control to **S. B. Ingram** and **W. S. Weatherly** for $4,664. Messrs. Ingram and Weatherly are presently minority stcokholders in station. Filed Dec. 22.

**WAPI-WAFM (FM)-WABT (TV) Birmingham, WHBS-AM-FM Huntsville, Ala.**—Seeks transfer of control to Remoc Pub. Co. for $16.5 million plus assumption of $2.2 million in notes. Price includes *Birmingham News* and *Huntsville Times*; no breakdown of price was made. Remoc is directly owned by firms publishing *Portland* (Ore.) *Oregonian* and *Jersey City* (N. J.) *Journal* and indirectly owned by **Samuel I. Newhouse**, owner of 11 daily newspapers and interests in **WSYR-AM-FM-TV Syracuse, N. Y.; KOIN-AM-FM-TV Portland, Ore.; KWK-AM-TV St. Louis, Mo.; WGTO Haines City, Fla.; WTPA (TV) Harrisburg, Pa.** Filed Dec. 21.

**KCHV Coachella, Calif.**—Seeks assignment of license to Coachella Bcstg. Co. for $3,500. KCHV part owner **Edward W. Gorges** is sole owner of Coachella Bcstg. Filed Dec. 21.

**KFTM Fort Morgan, Colo.**—Seeks transfer of control to **Robert H. Dolph**, present 35.5% owner of KFTM, for $4,000. Mr. Dolph will own 61% of station after approval. Filed Dec. 22.

**WMGR Bainbridge, Ga.**—Seeks assignment of license to Decatur Bcstg. Co. for one-third interest in **WDVH Gainesville, Fla.**, together with deferred payment of $13,550, plus $2,583 equity and assumption of $13,500 in notes. Present part owner of station, **John A. Dowdy**, will hold 66.6% interest and new principal, **James D. Osteen**, grocer, will hold remainder. Filed Dec. 21.

**WKAN Kankakee, Ill.**—Seeks relinquishment of control by **Leslie C. Small** for $50,000. Mr. Small holds 50.16% of stock and will hold 39.05% after sale (to his sons, present minority stockholders). No one will hold as much as 50% interest. Filed Dec. 22.

**WTAQ LaGrange, Ill.**—Seeks assignment of license to S & S Bcstg. Co. for $90,000. **Charles F. Sebastian** and **Russell G. Salter**, each presently owning 40% of stock, will each hold 50% ownership after approval. Filed Dec. 21.

**WICA-AM-TV Ashtabula, Ohio.**—Seeks transfer of control to **D. C. Rowley.** Mr. Rowley, presently 50% owner of stations, is purchasing 2% of stock from 25% stockholder **Olive D. Rowley** for $900. Filed Dec. 21.

**WJHL-AM-FM-TV Johnson City, Tenn.**—Seeks transfer of control to WJHL Inc., station licensee, for $200,000. Presently held in trust is 45.4% of outstanding stock which is to be sold to WJHL Inc. and used as treasury stock. Members of Lancaster family, presently 45.4% stockholders, will control 83.3% of stations, because of fewer number of outstanding shares. Filed Dec. 22.

**WORA-TV Mayaguez, P. R.**—Seeks assignment of cp to **Supreme Bcstg. Co. of Puerto Rico.** Corporate change only; no change in control. Filed Dec. 28.

# Hearing Cases . . .

## FINAL DECISIONS

**Fm Allocations**—FCC amended its fm allocation plan, effective immediately, and (1) substituted ch. 233 for ch. 247 in Leaksville, N. C., and (2) substituted ch. 246 for ch. 235 in Greenville, S. C., placed ch. 271 in Clemsen, S. C., in lieu of ch. 246 and assigned ch. 235 in Greenville, Tenn. Action of Dec. 22.

**Fm Hours of Operation**—FCC amended sec. 3.261 of its rules to exempt fm stations from requirement of five hours daily broadcast operation on Sundays, effective Jan. 3, 1956, but retained present 36 hour weekly operating requirement. **WHOM-FM New York, N. Y.**, petitioner for such relief, urged that present rules work financial hardship on fm stations by requiring payment of overtime rates to personnel needed to operate station Sundays and is inequitable because am stations are so exempt. Action of Dec. 22.

**KWKW Pasadena, Calif.**—FCC dismissed protest and denied petition of **KWKW Pasadena** for reconsideration of Commission action of Nov. 3 in assigning call letters **KWOW Pomona, Calif.**, to Valley Bcstg. Co. Commission feels there is not sufficient likelihood of confusion to public. Action of Dec. 22.

**West Point, Ga.**—FCC (1) denied petition by **WRLD Lanett, Ala.-West Point, Ga.**, for reconsideration of Commission Nov. 23 order holding that papers constituting protest by WRLD to Oct. 19 grant (announced Oct. 20) to Confederate Radio Co. for new am station to operate on 910 kc, 500 w D in West Point, Ga., were not complete and in order to be tendered for filing and were in fact not tendered for filing until after 5 p.m. (official closing hour) on Nov. 21 and, accordingly, were given filing date of Nov. 22, and (2) dismissed Nov. 22 protest by WRLD to Confederate grant. Action Dec. 22.

**Evansville, Ind.**—FCC denied in its entirety joint petition by **WFIE (TV) Evansville, WEHT (TV) Henderson, Ky.**, and **WKLO-TV Louisville, Ky.**, relative to consolidation of Evansville, Ind., ch. 7 and Hatfield, Ind., ch. 9 comparative hearing proceedings with overall rule-making proceeding and to intervene in and stay said comparative hearing proceedings. Announced Dec. 27.

**Evansville, Ind.**—FCC granted application of Evansville Television Inc. for new tv to operate on ch. 7 in Evansville, Ind., with waiver of sec. 3.613 to permit location of main studio beyond corporate limits of Evansville and denying competing application of On the Air Inc. Announced Dec. 27.

## OTHER ACTIONS

**Tv Rule-making**—On petition of Committee for Hometown Television Inc., Commission ordered time for filing reply comments in overall tv rule-making proceeding be extended from Jan. 6 to Jan. 20, 1956. Action of Dec. 28.

**Florida**—Joseph M. Ripley Inc., Jacksonville, Fla.; Raymac Inc., Palatka, Fla., and Radio Starke, Starke, Fla., designated for consolidated hearing for new am to operate D on 800 kc—Ripley with 500 w, Raymac with 1 kw, and Radio Starke with 250 w—and made **WJAT Swainsboro, Ga.**, party to proceeding. Action of Dec. 22.

**WWCS Bremen, Ga.**—FCC postponed effective date of its Nov. 2 grant of application of West Georgia Bcstg. Co. for new am, **WWCS Bremen**, to operate on 1440 kc, 500 w D, pending hearing on same to commence Jan. 23, 1956, and made **WLBB Carrollton Ga.**, which protested grant, party to proceeding. Action of Dec. 22.

**WSOO Sault Ste. Marie, Mich.**—FCC is advising station that application for renewal of license indicates necessity of hearing. Announced Dec. 21.

**Long Branch, N. J.**—Long Branch Bcstg. Co. designated for hearing application for new am to operate on 1410 kc, 500 w D in consolidated proceeding with Harold M. Gade, Eatontown, N. J., and Monmouth County Broadcasters, Long Branch, seeking same facilities. FCC enlarged issues and made **WGTH Hartford, Conn.**, and **WNJR Newark, N. J.**, parties to proceeding. Action of Dec. 22.

**Clovis, N. M.**—Video Independent Theatres and KICA Inc. have been designated for hearing re applications for new tvs to operate on ch. 12 in Clovis. Action Dec. 21.

**WBUF-TV Buffalo, N. Y.**—By supplemental memorandum, opinion and order FCC denied request of **WGR-TV Buffalo** for stay of Sept. 21 grant of transfer of **WBUF-TV Buffalo** to NBC. Nov. 4 FCC granted protest by WGR to this assignment but reserved decision on request for stay. Hearing on protest is scheduled for Jan. 4.

**WNIA Cheektowaga, N. Y.**—By order of Dec. 21 FCC granted petition by Niagara Bcstg. System for reconsideration of FCC Oct. 12 order (which denied petition to grant without hearing application for extension of time to construct **WNIA Cheektowago**) to extent of extending for 60 days time within which to complete construction of WNIA under outstanding cp.

**WLBR-TV Lebanon, Pa.**—FCC postponed effective date of Nov. 2 grant of transfer of control of **WLBR-TV Lebanon** to Triangle Publications Inc. pending hearing on same to commence Feb. 29, 1956; made **WHP-TV, WTPA (TV), WCMB-**

## Full Year's Work

COMPLETE text of the FCC's 21st annual report for the fiscal year 1955 [B•T, Dec. 26, 1955] is now on sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The Commission does not make public distribution of the text, which sells for 50 cents. Besides covering the major happenings during the fiscal year, the 168-page report notes subsequent important developments.


# TELEVISION

## Help Wanted

*Technical*

**TV TRANSMITTER SUPERVISOR**

Require engineer experienced in maintaining DuMont Series 8000 Transmitter. Must be capable of assuming full maintenance and administrative responsibilities associated with remote site operation. Excellent salary to right man! Contact C. E., KERO-TV Ch. 10, Bakersfield, California.

## FOR SALE

*Equipment*

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
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## INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

## SERVICES

**TV PHOTO BLOWUPS**

Giant Murals for advertising or program background displays. Enlarged from your small photo or ad copy.
Write for price list and sizes
**STITES PORTRAIT CO.**
P. O. Box 199 Shelbyville, Indiana

AM WEVD FM

**4 Reasons Why**

The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

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WEVD 117-119 West 46th St., New York 19

**$53,752,000 IS A LOT OF HAMMERING!**

THE MARKET

Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000

THE BUILDERS—
WHWL and WISL

Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

**NAIL DOWN THIS RICH MARKET!**

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

**THE SMART BUY IN MILWAUKEE**

REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

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BROKERS and FINANCIAL CONSULTANTS
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**TV Harrisburg, Pa., and WHUM-TV Reading, Pa.,** who protested grant, parties to proceeding with burden of proof on protestants; denied petition in all other respects. Announced Dec. 28.

**Savannah-Columbia, Tenn.**—By memorandum opinion and order of Dec. 21, Commission (1) denied petition by its Broadcast Bureau to dismiss with prejudice application of Savannah Bcstg. Co. for new am to operate on 1280 kc, 1 kw D in Savannah and to remove from hearing application of Columbia-Mt. Pleasant & Spring Hill Radio Corp. for same facilities in Columbia; (2) denied Columbia's petition for reconsideration and grant of its application; (3) granted petition of Savannah and accepted late appearance, and (4) granted Columbia's request for enlargement of issues to determine whether Savannah's application was filed for purpose of delaying determination of Columbia request.

## NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modifications and deletions of existing stations, in accordance with Part III, Sec. F of North American Regional Broadcasting Agreement, Washington, D. C., 1950.

**Cuban Change List No. 6 Nov. 18, 1955**

**630 kc**

**CMQ Habana, Habana**—50 kw, unl., Class I-D.

**740 kc**

**CMAB Pinar del Rio**—5 kw, unl., Class II.

**790 kc**

**CMCH Habana, Habana**—10 kw, unl., Class III-E.

**910 kc**

**New, Matanzas**—250 w, unl., Class IV. Synchronized with CMCF.

**970 kc**

**CMHZ Santa Clara, Las Villas**—1 kw, unl., Class III. Provisional operation.

**1150 kc**

**CMCM Habana, Habana**—(vide: 1460 kc) (delete) 250 w unl., Class III. Effective March 26, 1955.

**1200 kc**

**CMDD Bayamo, Oriente**—250 w, unl., Class II. Effective Dec. 10, 1954.

**1260 kc**

**CMDE Bayamo, Oriente**—250 w, unl., Class IV

**1290 kc**

**CMDC Holguin, Oriente**—(vide: 1360 kc) 1 kw, unl., Class III.

**1360 kc**

**CMBG Habana, Habana**—(change in call letters) 250 w, unl., Class IV.

**CMDC Holguin, Oriente**—(PO: 1290 kc 1 kw) 1 kw D, 5 kw N, unl., Class III.

**1460 kc**

**CMZ Habana** (vide: 1560 kc)—(delete) 500 w, unl., Class III.

**1490 kc**

**CMOX Habana**—(change in call letters) 250 w, unl., Class IV.

**1560 kc**

**CMZ Habana**—(PO: 0.5 kw 1460 kc) 5 kw, unl., Class III.

**1580 kc**

**CMJS Ciego de Avila Camaguey**—(correction of error in call letters) 250 w, unl., Class II.

**Cuban Change List No. 7 Nov. 25, 1955**

**680 kc**

**CMHN Cienfuegos, Las Villas**—1 kw D, 500 w N. unl., Class II.

**1280 kc**

**CMHA Santa Clara, Las Villas**—1 kw, unl., Class III. Correction re power.

## Routine Roundup . . .

### December 21 Applications

**ACCEPTED FOR FILING**

**Renewal of License**

**KRMS Osage Beach, Mo.**

**Remote Control**

**KOBE Las Cruces, N. M.**

**License to Cover Cp Returned**

**KFSC Denver, Colo.**—Application for license to cover cp which authorized changed ant.-trans. location returned; improperly dated.

**Cp**

**KRNW (FM) Boulder, Colo.**—Seeks cp to replace cp (which authorized new fm station) which expired Dec. 6.

**Modification of Cp**

**KBTM-TV Jonesboro, Ark.**—Seeks mod. of cp (which authorized new tv station) for extension of completion date to July 1, 1956.

**WQXI-TV Atlanta, Ga.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 17, 1956.

**WCTV (TV) Thomasville, Ga.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 1, 1956.

**WPTV (TV) Ashland, Ky.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WQXL-TV Louisville, Ky.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WNOP-TV Newport, Ky.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**KSLA-TV Shreveport, La.**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**WNEM-TV Bay City, Mich.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to Nov. 1. 1956.

**WQXN-TV Cincinnati, Ohio**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 17, 1956.

**WTVQ (TV) Pittsburgh, Pa.**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**KXYZ-TV Houston, Tex.**—Seeks mod of cp (which authorized new tv station) to extend completion date.

### December 22 Applications

**ACCEPTED FOR FILING**

**License to Cover Cp**

**WTCB Flomaton, Ala.**—Seeks license to cover cp which authorized new am station.

**WJCD Seymour, Ind.**—Seeks license to cover cp which authorized increased power.

**WBVL Barbourville, Ky.**—Seeks license to cover cp which authorized new am station.

**WCME Brunswick, Me.**—Seeks license to cover cp which authorized new am station and specify studio location.

**KWRW Guthrie, Okla.**—Resubmits application seeking license to cover cp which authorized new am station.

**WFAR Farrell, Pa.**—Seeks license to cover cp which authorized increased power.

**WTRN Tyrone, Pa.**—Seeks license to cover cp which authorized changed frequency and increased power.

**Modification of Cp**

**KCOA (TV) Corona, Calif.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**KBID-TV Fresno, Calif.**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**KBIC-TV Los Angeles, Calif.**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**WELI-TV New Haven, Conn.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WOBS-TV Jacksonville, Fla.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WMFL (TV) Miami, Fla.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1, 1956.

**WOPT (TV) Chicago, Ill.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WTLE (TV) Evanston, Ill.**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**WLAP-TV Lexington, Ky.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1, 1956.

**WMCN (TV) Grand Rapids, Mich.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 16, 1956.

**WFTV (TV) Duluth, Minn.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WRTV (TV) Asbury Park, N. J.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WOCN (TV) Atlantic City, N. J.**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**WKDN-TV Camden, N. J.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WPTR-TV Albany, N. Y.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 1, 1956.

**WINR-TV Binghamton, N. Y.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

**WHCU-TV Ithaca, N. Y.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 7, 1956.

**WERE-TV Cleveland, Ohio**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WBNS-TV Columbus, Ohio**—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to April 18, 1956.

**WTVG (TV) Mansfield, Ohio**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WAZL-TV Hazelton, Pa.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16, 1956.

**WACA-TV Camden, S. C.**—Seeks mod. of cp

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

**WKNK**

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

(as mod. which authorized new tv station) to extend completion date.

**WJHL-TV Johnson City, Tenn.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 29, 1956.

**KEPR-TV Pasco, Wash.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 3, 1956.

**KVAN-TV Vancouver, Wash.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**KIMA-TV Yakima, Wash.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 20, 1956.

**WLTV (TV) Wheeling, W. Va.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

## December 27 Decisions

### ACTIONS ON MOTIONS

**By Comr. Rosel H. Hyde**

**Broadcast Bureau**—Granted petition for extension of time to Jan. 26, 1956, to file exceptions to examiner's initial decision re application of Dispatch Inc., Erie, Pa., for renewal of license of **WICU (TV) Erie.** Action Dec. 23.

**By Comr. John C. Doerfer**

**Broadcast Bureau**—Granted petition for extension of time to Jan. 17, 1956, to file exceptions to initial decision re application of **WPWR Laurel, Miss.** Action Dec. 21.

**Broadcast Bureau**—Granted petition for extension of time to Jan. 16, 1956, to file exceptions to initial decision re application of **KNBY Newport, Ark.** Action Dec. 20.

**By Hearing Examiner Annie Neal Huntting**

**Broadcast Bureau**—Granted motion for extension of time to Jan. 10, 1956, to file proposed findings of fact and conclusions of law re am applications of Miners Bcstg. Service Inc., Ambridge Pa., and Louis Rosenberg, Tarentum, Pa. Action Dec. 26.

**By Hearing Examiner Herbert Sharfman**

**WHVR Hanover, Pa.**—Granted petition for continuance of hearing from Jan. 3 to Jan. 9, 1956 and further conference previously scheduled for Dec. 19, is continued without date re am application of **WSUX Seaford, Del.** Action Dec. 15.

**By Hearing Examiner H. Gifford Irion**

**Western Ohio Bcstg. Co. Greenville, Ohio**—Granted petition for continuance of hearing re its am application for Jan. 3 to Feb. 1, 1956. Action Dec. 22.

**The Delsea Broadcasters, Pitman-Glassboro, N. J.**—Denied petition for leave to amend its am application; not specific in content. Action Dec. 20.

**By Hearing Examiner Basil P. Cooper**

**New York-Massachusetts**—Gave notice of prehearing conference Jan. 3, 1956 re am applications of Radio Herkimer, N. Y., **WBSM New Bedford, Mass.,** and **WBEC Pittsfield, Mass.** Action Dec. 21.

**Northern Indiana Broadcasters Inc., South Bend, Ind.**—Granted motion for extension of time from Dec. 16 to Dec. 19 for exchanging engineering exhibits in am proceeding re its application and that of St. Joseph Valley Bcstg. Corp., Mishawaka, Ind. Action Dec. 20.

**By Hearing Examiner Thomas H. Donahue**

**Broadcast Bureau**—Granted petition for removal from hearing and return to processing line of application of Henryetta Radio Co., Henryetta, Okla. Action Dec. 21.

**By Hearing Examiner H. Gifford Irion**

**The Greenville Bcstg. Corp., Greenville, Ohio**—Granted petition for leave to amend its am application so as to specify frequency of 930 kc with 500 w D, using DA. Application as amended is removed from hearing docket. Action Dec. 20.

## December 28 Applications

### Accepted for Filing

**Modification of Cp**

**WJLD Homewood, Ala.**—Seeks mod. of cp (as mod. which authorized ant. system changes) for extension of completion date.

**WKLO-TV Louisville, Ky.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**WJIM-TV Lansing, Mich.**—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to make slight ant. changes. Overall height above ground: 1,023 ft.

**WPGC Morningside, Md.**—Seeks mod. of cp (which authorized equipment changes) for extension of completion date.

**KWEW Hobbs, N. M.**—Seeks mod. of cp (which authorized equipment changes) for extension of completion date.

**WTVN Columbus, Ohio**—Seeks mod. of cp. (which authorized equipment change) for extension of completion date.

**KFSA-TV Fort Smith, Ark.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1, 1956.

**WGBS-TV Miami, Fla.**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 20, 1956.

**KMVI-TV Wailuku, Hawaii**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**KGTV (TV) Des Moines, Iowa**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**KTVO (TV) Kirksville, Mo.**—Seeks mod. of cp (which authorized new tv station) to extend completion date.

**WNYC-TV New York**—Seeks mod. of cp (which authorized new tv station for operation on noncommercial basis) to extend completion date to October 1956.

**WEOL-TV Elyria, Ohio**—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

**Remote Control**

**WNHC New Haven, Conn.; WWNC Asheville, N. C.**

**License to Cover Cp**

**KVCL Winnfield, La.**—Seeks license to cover cp which authorized new am station.

**WBFC Fremont, Mich.**—Seeks license to cover cp which authorized increased power.

**WJWG Conway, N. H.**—Seeks license to cover cp which authorized new am station.

**KGRT Las Cruces, N. M.**—Seeks license to cover cp which authorized new am station.

**License to Cover Cp Resubmitted**

**WAEB Allentown, Pa.**—Resubmits application for license to cover cp which authorized changes in DA-D.

## Broadcast Bureau Decisions

**Actions of Dec. 21**

**WROV-FM Roanoke, Va.**—Granted STA to remain silent to March 30, 1956.

**KTTS-FM Springfield, Mo.**—Granted mod. of cp to extend completion date to April 1, 1956.

**WNYC-FM New York**—Granted mod. of cp to extend completion date to Feb. 8, 1956.

**KYNG Spokane, Wash.**—Granted mod. of cp for extension of completion date to June 1, 1956.

**KSLA (TV) Shreveport, La.**—Granted extension of completion date to July 19, 1956.

**WCTV (TV) Tallahassee, Fla.**—Granted extension of completion date to July 16, 1956.

**WDAM-TV Hattiesburg, Miss.**—Granted extension of completion date to July 4, 1956.

**WBNS-TV Columbus, Ohio**—Granted extension of completion date to April 18, 1956.

**WNEM-TV Bay City, Mich.**—Granted extension of completion date to July 18, 1956.

**WFBG-TV Altoona, Pa.**—Granted change in studio location.

**Actions of Dec. 22**

**WHFB-FM Benton Harbor, Mich.**—Granted mod. of license to change location to Benton Harbor-St. Joseph, Mich.

**WTAM-FM Cleveland, Ohio**—Granted mod. of cp to extend completion date to Feb. 22, 1956.

**KIMA-TV Yakima, Wash.**—Granted extension of completion date to July 20, 1956.

**WYCL Lincolnton, N. C.**—Granted mod. of cp to change ant.-trans. location.

**Memphis, Tenn.**—Poinsett County Bcstg. Co. granted mod. of cp to change ant.-trans. location.

**WPGC Morningside, Md.**—Granted mod. of license to change studio location.

**Actions of Dec. 23**

**WALB-TV Albany, Ga.**—Granted extension of completion date to June 23, 1956.

**KEPR-TV Yakima, Wash.**—Granted extension of completion date to July 3.

**By the Commission**

**Granted Renewal of License**

**WCOL-AM-FM Columbus, Ohio; WMRP Flint, Mich.; WCUE Akron, Ohio; WDOG Marine City, Mich.**

## UPCOMING

**JANUARY**

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.

Jan. 10: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.

Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.

Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 16: National Appliance & Radio-Tv Dealers Assn. Convention, Chicago.

Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.

Jan. 26-27: NARTB Code Review Board, San Francisco.

Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

Jan. 30-31: British Columbia Assn. of Radio and Tv Broadcasters Annual Convention, Hotel Vancouver, Vancouver, B. C.

**FEBRUARY**

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

Feb. 21: NARTB Conference of State Assn. Presidents, NARTB Hdqrs., Washington, D. C.

**MARCH**

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

**APRIL**

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

April 29-May 4: Society Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.

**MAY**

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

**JUNE**

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.


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THE NEWSWEEKLY OF RADIO AND TELEVISION

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## Enigmas of 1956

ELIMINATING the election year ordeal, 1956 will have as its enigmas color television and allocations. There may be a number of collateral issues, like toll television and community antennas, but these are not likely to be resolved when major attention is focused upon the national elections, which now are won and lost on campaigns waged via the air.

No crystal ball is needed to divine broadcasting's basic status in the electioneering. Let a politician talk about prospects and he invariably mentions the role of television and of radio. Whether or not President Eisenhower seeks a second term, the spectrum will sag with the weight of political oratory. And if Ike runs, it's certain that television will replace the rear platform for the GOP. The Democrats, it can be vouchsafed, will demand and use an equal amount of time. There will be the usual charges and countercharges of favoritism and bias—all to be forgotten when the elections are over.

Color tv, after knocking at the tv door for several years, will be given the big push this year. RCA and NBC are committed to put full steam behind it, and other manufacturers are falling in line. The so-called introductory year for color in 1955 was obviously disappointing from the set sales standpoint. It is difficult to comprehend why, with substantial increases in tv network programming, so few sets were sold in a year when spendable income was at an all-time high, and Christmas selling otherwise exceeded expectations almost everywhere. This year will tell the color story.

Readers of B•T need no indoctrination on the scope, magnitude and complexities of the allocations enigma. There is no easy solution. There is no answer that will satisfy all. The FCC must adopt the doctrine of charting a course that will provide the greatest good for the greatest number, without regard to the consequences, political or otherwise. This Commission by now should know that the pressures are greatest when it is about to act; that once the deed is done the anguished wails subside and the aggrieved accept the judgment and turn their hands to more fruitful pursuits.

There will be plenty of talk on Capitol Hill about broadcasting and the purported strictures in operations and shortcomings in regulation. The FCC will be lambasted and the networks taken to the cleaners, with or without justification. But, because it is an election year, nothing tangible will happen, except to get the FCC another special appropriation for its network study, which will barely get off the ground.

If 1956 proves to be the "year of decision," it likely will be confined to the public's color judgment and the FCC's conclusion on revised tv allocations.

## Detroit Story; Keep It Clean . . .

UNFORTUNATE propaganda has been distributed in the guise of news stories about the strike which shut down all Detroit dailies Dec. 1.

Stories out of Detroit have been slanted to imply that retail sales suffered for lack of a place to advertise. These stories must be considered as the forerunners of an inevitable promotion campaign. The newspaper publishers are bound to pick at every statistical morsel in an effort to prove that newspapers are the only valid retail advertising medium and that without them a city's business goes to pot.

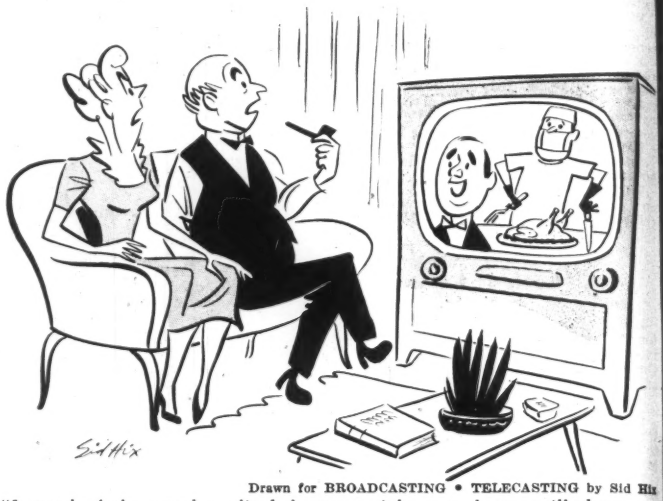
For the sake of the advertising business, we hope that the publishers will exercise restraint, for the truth is that the Detroit newspaper strike has proved only what is already known to all competent advertising men: that all media are useful and that the sudden elimination of any one causes uncomfortable dislocation in any community.

The plain fact is that pre-Christmas retail sales in Detroit held up well despite the absence of newspaper advertising. Detroit department store sales, according to the Federal Reserve Board, were even with sales throughout the Board's 7th District (Iowa, most of Michigan and Wisconsin, and parts of Indiana and Illinois) in the critical Dec. 12-17 week [B•T, Dec. 26, 1955].

Perhaps Detroit's sales would have been higher if the full impact of all advertising media had been available. Perhaps they would not. It is useless to argue in either direction.

There is nothing to be gained by newspapers, radio or television if any of them attempts, in a narrow, competitive sense, to use the Detroit incident as proof of the essentiality of one and the dispensability of others.

The only lesson to be learned in Detroit is that in an age of complicated communications the removal of any basic medium leaves a gap. If radio or television had been taken from the scene, the gap would have been at least as large and the difficulty of filling it at least as perplexing.




Drawn for BROADCASTING • TELECASTING by Sid Hix

*"Instead of the usual medical drama tonight, our doctor will show you folks the correct way to carve a turkey."*

## . . . And Competitive

TO URGE restraint in the use of the Detroit newspaper strike as inter-media sales promotion is not to suggest that radio and television should in any way lessen their selling effort against newspapers.

Indeed this effort should be intensified, and particularly at a moment when the manufacturers of newsprint have inadvertently given radio and television an advantage.

Many of the important newspapers of the nation have been obliged, because of a shortage of paper, to ration advertising. The corollary to rationing of that kind can be expected to be a rise in newspaper advertising rates.

In such circumstances there will be a splendid opportunity for radio and television to invigorate their selling efforts among both the local and national accounts. The advertiser forced out of newspapers because of space shortages and rising prices will be an easier prospect for radio and tv. Once he turns to the broadcast media he can be persuaded to remain if broadcasters help him redesign his advertising to the new vehicles.

The newsprint problem will provide alert broadcasters with an unusual chance to win new customers and keep them—and still leave enough for newspapers.

## Radio Is What You Make It

IN AN article in this issue, Richard P. Doherty, a specialist in broadcasting economics, advances his theory that radio is now tied to the general business cycle and will rise and fall with the fluctuations of the economy as a whole.

This theory assumes that radio has reached a state of stability, that its capacity for expansion is no greater than that of all mature businesses. The assumption is probably correct, in terms of the present composition of the radio business.

But we would argue with Mr. Doherty to the extent of hoping that an enterprise which is scarcely more than 30 years old has not reached the settled habits of middle-age. Radio is advertising and show business and journalism and, indeed, something more than all of these. It will be as dynamic as its managers and workers make it.

Radio can rise above the curve of the U. S. business cycle if it is re-injected with the ingredients which created it. These ingredients are imagination, daring and faith.

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